

“WE ARE JUST EVERYDAY PEOPLE AND WOMEN”:
AN EXAMINATION OF SELF-PRESENTATION OF NBA WIVES
AND THE TWO-PERSON CAREER ON INSTAGRAM

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Every sport wife, mom, sister, and daughter.

I see you. I am you. We're in this together.

Regardless of what sport brings us, home is wherever we can be with our family.

And to my grandmothers.

I am grateful that I come from two resilient, determined, strong-willed, driven, and hard-working women that broke down the barriers of their time. So much of who I am came from both of you.

I can only hope that I would make you proud and pass on your legacy of strength in our family.

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Hope E. Grame-Zeller

“WE ARE JUST EVERYDAY PEOPLE AND WOMEN”:
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The professional sport career has been identified as a two-person career (Dixon, Bruening, Mazerolle, Davis, Crowder, & Lorschach, 2006; Papanek, 1973), in which the demands of the sport industry require two people to contribute to the career in order for the paid employee to be successful (Knoppers, 1992). It has been argued that the two-person career heavily affects the work-family interaction, as it requires the paid worker, such as a professional athlete, to put in considerable time and other resources, and it requires another full-time person, typically the athlete’s wife, to manage domestic tasks to shield the worker from any non-work distractions (Budig, 2002; Knoppers). This career-dominated marriage arrangement has been found to lead to the sport wife providing a heavy investment of unpaid work to the sport career, which some argue is an exploitation of women and their free labor that ultimately benefit others for the maintenance and reproduction of sport (Ortiz, 2006; Thompson, 1990).

Previous research has shown that professional sport wives experience a variety of disparities at the hands of the sport marriage, including the sacrifice of their own careers, social isolation and loneliness, assuming sole responsibility for domestic and family work, and managing the unpredictable aspects of the sport industry that are beyond the wives’ control (Dixon & Bruening, 2005; Gmelch & San Antonio, 2001; Ortiz, 2001; Roderick, 2012; Thompson, 1990). The sport wife’s investment in the sport career often aligns with traditional

gender roles in which the woman serves her husband and family to the benefit of her husband and his career (Ortiz, 2006). Hochschild (2012) argues that this unpaid domestic work is not only undervalued by society, but it is expected and simultaneously ignored, marginalizing women and their unpaid work as inferior to their husband's and their paid work. Ortiz (2002) finds that participating in a marriage that is largely shaped by hegemonic masculine-dominate sport industry leads the wife to feeling out of control and powerless in many areas of her life, often negotiating her identity and coordination of gender roles. Additionally, sport wives have shared their experiences of feeling lonely and socially isolated, only finding acceptance through the collective identities they share with their respective husbands, while also battling the stereotypes associated with sport wives (Binns-Terrill, 2012; Gmelch & San Antonio; Ortiz, 2002; Roderick, Simonetto, 2019).

The majority of sport wife literature was completed prior to the development and increased use of social media (e.g., Binns-Terrill, 2012; Dixon et al., 2006; Gmelch & San Antonio, 2001; Ortiz, 1997, 2011; Roderick, 2012). Sanderson (2009) explains that the publicity opportunities through social media have allowed athletes and others to assume greater control over their public representations shared with large audiences (Sanderson, 2009). While athletes' use of social media to control their self-presentations has been studied extensively (e.g., Geurin-Eagleman & Bruch, 2015; Lebel & Danylchuk, 2012; Pegoraro, 2010; Smith & Sanderson, 2015), the secondary actor in the two-person career, the wife, has yet to be evaluated with regard to her use of social media to manage her self-presentation. It has yet to be determined whether and how the wife manages her work in the sport career, her identity, her coordination of gender roles, and her resistance to stereotypes via her self-presentation shared through a public platform such as her social media profile.

This study evaluates the patterns of self-presentation utilized by professional sport wives on their social media to further explore the function of gender roles in sport, the two-person career, and the professional sport marriage and family. Employing content analysis methodology, this research evaluates the public Instagram profiles of NBA wives, identifying the common frames the individuals use to manage their public presentations. The study found that 93 of 479 active NBA players at the time of the study had a wife. The study found that close to half ($n=43$) of the NBA wives were inaccessible on Instagram by way of no profile or a private profile. The remaining 50 NBA wives had a public Instagram profile, 13 of whom had a verified profile, including 10 wives that have their own public career apart from their husband. Utilizing 100 posts from the 13 wives with a verified profile and a randomly selected 13 of the remaining wives with public profiles, 6,285 units of analysis were retrieved and coded for the study's purpose.

Using Goffman's (1959) theory of self-presentation and impression management, several unique patterns of self-presentation emerged. For instance, an analysis of the study's findings revealed four types of careers and/or work roles that dictate an NBA wife's own level of public audience she would have on social media. The four groups include NBA wives who have their own public career, NBA wives who have a verified profile but no public career, NBA wives who manage a blog, and NBA wives who have a public profile but do not have a public career, verified profile, or manage a blog (identified as "traditional" wives throughout the study). It was found that the most common social media self-presentations for all NBA wives were combination roles (15.30%, the most common being the role as a wife and her role as a mother), her role as a parent (14.43%), and her relationship with extended friends and family (11.09%).

When compared to the wives who did not have a public career, the NBA wives who had their own public careers had statistically significant ($\chi^2 = 328.30, p = .00$) higher rates than the rest of the wife categories of self-presentation in their roles as a parent (19.3%) and in their own career ambitions (15.4%). Wives with verified profile but no public career had statistically significant ($\chi^2 = 328.20, p = .00$) higher rates of self-presentation engagement pertaining to the categories of the NBA wife's role as a parent (20.40%), philanthropy and encouraging posts (13.30%), and celebrating a holiday (7.30%). However, this same group had much lower statistically significant rates in presentations in their own career ambitions (2.70%) and within selfies (6.2%). Blogging NBA wives, however, were found to have statistically significant ($\chi^2 = 501.46, p = .00$) more self-presentations of selfies (26.70%) and her career ambitions (13.80%) and low rates of presentations that indicated her relationships with her husband (3.10%), children (3.0%), or extended family (5.3%). In contrast traditional wives have statistically significant ($\chi^2 = 540.97, p = .00$) higher rates of presentations that include her role as a wife (10.70%), as a parent (10.70%), in her work for the two-person sport career (7.00%) and with her extended family (16.20%) but have drastically less presentation rates within her own career (1.00%).

The findings also showed that the NBA wives in the study only included their husbands in their social media content 15% of the time, while wives as bloggers had a statistically significant lower inclusion rate and the traditional wives had a statistically significant higher inclusion rate. In 11% of the data, the NBA wives tagged their husband's Instagram profile in their data, with wives with a public career and traditional wives having the highest levels of tag rates, and the blogging wives having the least. The study also identified ways in which NBA wives have – through various social media self-presentation strategies (e.g., profile status changes) and management techniques – negotiated against common sport wife stereotypes.

Through its focus on NBA wives, the study also showed the utilization of social media to identify public figures and their families as power couples and/or build a family brand.

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CHAPTER 1:

INTRODUCTION

Since the early 20th century, the development of American institutions of sport and family has resulted in an increasing interdependence of the two. The intersection of sport and family began developing most notably after World War I and later World War II when the soldiers returning home prompted a shift in the significance and societal role of sport in America. As the military began using sport as a source of training in World War I, the social value and benefits of sport were realized and the demand for sport and sporting equipment quickly rose as sport became increasingly valuable to American life. This led to, for example, mandatory physical education classes in education curriculum (Gregg, Pitts, & Pedersen, 2019).

Gregg et al. (2019) note that during World War II, an increased number of trained military personnel were sought, which led to gender and race inclusion in the military. Military policies were such that all men and women soldiers were to train through sport training, competition, and activity. As the war ended and military personnel returned home, Gregg and colleagues explain that the men and women members of the military sought out sport activities that would permit them to continue engaging in sport in their everyday, post-war lives. This change in attitude toward sport in America led to a drastic social movement to place greater value on sport and to integrate sport into everyday American life through participation and spectatorship. As military parents and families began to value sport participation, the demand for youth sport also increased, leading to a rise in organized children's social environments during the latter half of the 20th century; the mission of these environments was to encourage children to develop character and to work hard and be productive (Chudacoff, 2007). This shift in American familial values and culture sparked a rise in organized sports for youth, and the 1950s saw a

dramatic increase in participation and family values revolving around youth sport (Coakley, 2015).

Along with an increase in sport participation, sport spectatorship was also on the rise, with increased attention and interest in professional sports. With the launch of the National Basketball Association (NBA) in 1946, the expansion of Major League Baseball (MLB) in the 1950s and 1960s, and the merging of the National Football League (NFL) and the American Football League in 1966, the 1950s and 1960s were foundational in expanding the sport industry such that it became an integral part of American culture. As youth athletes and their parents began integrating sport spectatorship and participation into their family lives, they began to recognize the success that could result from sport career opportunities. Coakley (2015) states that this led to and thus normalized career goals and dreams centered on achieving athletic success at a professional level. According to Coakley, as children and their parents began dreaming of professional sport careers, the purpose and organization of youth sport began to change.

Coakley (2015) explains that these advances in American sport participation and spectatorship brought about considerable change in many aspects of American culture, including family development, the development of values and morals, parenting concepts, the development of self-identity, and many other concepts foundational to the raising of a family and a generation. Research shows that one of the main indicators of youth sport outcomes is the parents' involvement and experience ("Committee on Sports Medicine," 2001; Kremarik, 2000; Warner, Dixon, & Leierer, 2015). These types of research results shine a light on the ways in which sport, including youth sport, is dependent on the family support system. In this way, family and sport have become intrinsically intertwined such that the success and maintenance of sport rely on the family structure and support.

Mean (2013) contends that this phenomenon is apparent in youth sport, as it serves as a way for parents to teach their children cultural lessons and skills and how to socialize with peers, and it allows parents to form emotional bonds with and to verbalize satisfaction for their children. Youth sport also affects and socializes the family as it suggests, according to Mean, how the family spends its time, money, energy, and emotion. More specifically, Mean explains that sport suggests how the family manages different members' sport-related roles (e.g., dad is also the coach, mentor, spectator, fan). This development pertinent to the sport industry has ensured that American culture, socialization, and youth sport have become largely interdependent (Coakley, 2015). Coakley further contends that this development has also prompted continued change in American youth sports, as parents have expanded on their decision-making roles and involvement in their children's sport experiences. Coakley highlights the following five major trends in American youth sports:

[1] Organized programs are becoming increasingly privatized, [2] organized programs increasingly emphasize the 'performance ethic', [3] there's an increase in private, elite sport-training facilities dedicated to producing highly skilled and specialized athletes who can compete at the highest levels of youth sports, [4] parents are increasingly involved in and concerned about the participation and success of their children in organized youth sports, [5] participation in alternative and action sports has increased. (p. 86)

With these changes, the interdependence of sport and family will continue to manifest within youth sport and increase the reliance of each institution on the other.

As youth sport has become increasingly professionalized, the focus of interscholastic sport and amateur travel leagues has become college recruitment (Lee & McFarlin, 2015). As the business of high school and college sport has grown so have the opportunities for athletes to earn

college scholarships that enable them to play their sport for a university. However, the interaction of family in sport, including the recruitment process and college athletics, does not come without its issues. While familial involvement in the recruiting process often stems from and results in positive support for the athlete, it can also lead to corruption. Lee and McFarlin discuss the ethical and legal dilemmas of the “package deal” in college basketball recruiting. “Package deal” is a term coined that refers to the recruitment of an athlete and the presumptive hiring of someone close to the athlete in order to secure the recruit to play at a given university. In 2017, after a long-term investigation, the FBI uncovered corruption within the recruitment process associated with National Collegiate Athletic Association (NCAA) basketball. Ensnared in the controversy were Adidas executives, college coaches, and others within the industry who provided monetary compensation to athletes’ families or provided other close support systems in exchange for the athletes’ commitments to play for given schools (Winter & Connor, 2017). The investigation and subsequent legal actions are ongoing and have thus far resulted in a judge sentencing three men to prison in March of 2019 for their involvement in the bribery scam (Schlabach, 2019).

The exchange of money through college sport, however, does not always originate with athletic officials; some bribes result from families of affluent students seeking to influence athletic officials. Recently, the U.S. Department of Justice indicted over 50 people in a college admission scandal in which affluent families provided compensation in exchange for college acceptance at elite institutions under the guise of athletic participation in lower-profile sports (Tracy & Wiltz, 2019). Tracy and Wiltz state that despite the students never having competed in such sports, parents provided compensation so that school officials would consider their children athletes in non-revenue sports such as rowing, volleyball, soccer, tennis, and water polo; these

efforts were meant to ensure that the affluent children in question would be accepted into elite universities. Similarly, McCausland (2019) discusses the quiet but frequent occurrence of coaches of non-revenue producing college sports recruiting players of lesser talent in hopes that their affluent parents will financially support the programs. This is possible because, in most cases, college coaches can provide a list of students they would like to be accepted into the universities based on the students' potential contributions to the teams. While the recent scandal extends far beyond recruiting in anticipation of financial support and instead resulted in bribery, McCausland argues that when the process is not subject to oversight and coaches are given the freedom to choose who they want to gain acceptance, it opens the door to hidden fraudulent activity. Regardless of the origin of the money, the exchange of compensation within college sport highlights the dark side of the intersection of sport and family in college athletics, as parents are either benefiting from their children's sport performance or using money and sport to provide an unfair advantage to their children.

Despite the corruption often associated with college sport, family has been found to have a tremendously positive impact on the athlete and university athletic department employees. With regard to the recruiting experience, the athlete's family was found to be fundamental to the athlete's ability to cope with the stress linked to the recruiting experience and the decision-making process (Schaeperkoetter, Bass, & Gordon, 2015). Parents have also been found to serve an essential function within the college athlete's emotional support system. Rosenfeld, Richman, and Hardy (1989) find that parents provide listening support, technical skill appreciation support, and emotional support and challenges. Intercollegiate athletes have also acknowledged their emotional dependence on their parents, citing the parents' consistent emotional availability

throughout the athletes' youth sport experiences and later college sport careers (Parietti, Sutherland, & Pastore, 2017).

Parietti et al. (2017) also find that both college athletes and their academic advisors agree that a parent's involvement is crucial for the success of the child's sport and academic career. Along with the emotional support they provide, parental involvement with the intercollegiate athletes and their academic advisors has been on the rise, as some academic advisors (though not the students) have noted parental over-involvement (Parietti et al.). In addition to college athletes recognizing the benefit of having supportive families, coaches and other athletic department personnel have acknowledged that family is crucial to their career success. The interaction that takes place between family and coaches' college sport careers has been the subject of numerous studies, which have consistently revealed that work satisfaction increases when coaches or other athletic department personnel prioritize their families (Bruening & Dixon, 2007; Dixon & Warner, 2010; Dixon & Sagas, 2007; Massey, Vincent, & Maneval, 2004; Mazerolle, Bruening, Casa, 2008; Ryan & Sagas, 2011; Schenewark & Dixon, 2012).

There is, however, a dearth of research on the intersection of sport and family in professional athletics, which is among the reasons that the professional athlete family, specifically the role of the sport marriage in the athlete's career, is the primary focus of the current study. This protected demographic (i.e., the group is highly guarded by professional sport stakeholders such as the leagues, teams, and others) is not only difficult to access, but million dollar contracts, league sanctions, team rules, and team brand maintenance all contribute to the difficulty in securing a research relationship with employees of professional sport teams. Accessibility difficulties have encouraged the use of a number of non-intrusive research methods aimed at evaluating professional athletics, including content analysis of professional athletes via

social media (e.g., Badenhausen, 2014; Burch, 2012; Burch, Clavio, Eagleman, Major, Pedersen, Frederick, & Blaszk, 2014; Geurin-Eagleman & Burch, 2015; Hambrick, Simmons, Greenhalgh, & Greenwell, 2010; Lebel & Danylchuk, 2012; Pegoraro, 2010; Smith & Sanderson, 2015).

Additionally, the intersection of professional sport and family is discussed at length throughout this research, as the sport marriage is examined through the two-person career structure, gender roles, and women's unpaid participation in the maintenance of their husbands' professional sport careers. Knoppers (1992) argues that two-person careers, such as those associated with professional athletics and coaching, can have a significant effect on the family in that they foster a career-dominated work culture that requires an over-devotion of time and other resources to the career in order for the athlete to achieve professional success. The industry structure of reliance on over-committed workers assumes that the employees will put in their personal efforts and that full-time family resources are available to address all of the non-career responsibilities so that the employees and organizations can be essentially unencumbered by everyday, non-career concerns and can thus more easily realize professional success (Knoppers). To some, the extreme commitment of time, energy, physical resources, and mental focus, and the looming prospects of relocation and travel and job insecurity, relate to the athlete's neglect of and withdrawal from the family, which may suggest that the career athlete is an addicted workaholic (Porter, 1996). However, in the professional sports industry, these characteristics are expected, encouraged, and hidden behind praises associated with hard-work, dedication, and the commitment necessary to achieve athletic career success. Nonetheless, while these heavy commitments are sources of praise for the employees within the industry, they are creating disparities and assumed work for the employees' families, especially the sport wife. Thompson

(1990) refers to the sport career's reliance on and oppression of women for the benefit of the sport career achievements as an exploitation of women's services for the institution's "maintenance and reproduction" (p. 135).

The Intersection of Sport and Family in Sport Management Research

The sport industry and sport experience represent unique dichotomies that serve to both encourage success via the athlete's individual achievements (Coakley, 2015) and rely on the collaborative investment that comes from the athlete's family, which is necessary if the athlete is to achieve great success (S. M. Thompson, 1999). It is important to note that the presence of specific familiar relationships is not what defines one's "family" (Strong & Cohen, 2014). Instead, Strong and Cohen explain that for some, in this case athletes, the term "family" refers to the people around the athlete who provide relational care and support. Regardless of the legal or biological component of the relationship, the acting family unit is an important part of the sport experience at every level of the sport career (Thompson). This implied interdependence of sport and family can be found throughout sport management research.

While not always explicitly clear, the intersection of family and sport has been studied implicitly across multiple disciplines within sport management research. According to the Commission on Sport Management Accreditation (COSMA, 2016), the only organization that provides discipline-specific accreditation in sport management, five content categories are required to be included in undergraduate sport management curricula outlined in the Common Professional Component (CPC) chart. (See Figure 1.1 for COSMA's CPC chart.)

Excellence in sport management education at the undergraduate level requires coverage of the key content areas of sport management – the Common Professional Component (CPC). The CPC topic areas, as outlined below, should be adequately covered within the content of undergraduate sport management programs. Evaluation of the “balance” within the sub-areas is based on the sport management academic unit’s mission to allow maximum flexibility. For clarification of each content area, see “Definitions” in this section.

- A. Foundations of Sport: Historical, Sociological, and Psychological
- B. Foundations of Sport Management
 - 1. Management Concepts
 - 2. Governance & Policy
 - 3. International Sport
- C. Functions of Sport Management
 - 1. Sport Operations
 - 2. Sport Marketing
 - 3. Sport Communications
 - 4. Sport Finance and Economics
- D. Sport Management Environment
 - 1. Legal aspects of sport management
 - 2. Ethical aspects of sport management
 - 3. Diversity issues in sport management
 - 4. Technological advances in sport management
- E. Integrative Experiences & Career Planning
 - 1. Internship/Practical/Experiential Learning
 - 2. Capstone Experience

Figure 1.1. COSMA’s (2016) Common Professional Component chart, outlining sport management concepts covered in accredited undergraduate sport management programs.

The five content categories include History of Sport, Foundations of Sport Management, Functions of Sport Management, Sport Management Environment, and Integrative Experience and Career Planning (COSMA, 2016). Of the sport management specific categories (Foundations of Sport Management, Functions of Sport Management, and Sport Management Environment), there are 11 sport management topics that represent the major aspects of the field and serve as

the foundations of a sport career. Those 11 topics are most commonly the subject of sport management education and research regarding management concepts, governance and policy, international sport, sport operations, sport marketing, sport communications, sport finance and economics, legal aspects of sport management, ethical aspect of sport management, diversity issues in sport, and technological advances in sport management.

Throughout COSMA's 11 common professional component topics, extensive research – as revealed in Figure 1.2 – has been conducted that illuminates the integration and importance of the family as it relates to the sport career. The two institutions – sport and family – are at a level of interdependence that family work in sport can be found in research regarding almost all of the noted topics. While research on the family's work in the sport career is prevalent throughout the sport management literature, the subject is often implicitly implied in a way that assumes the intersection rather than actualizing the level of reliance on the family for the maintenance of the industry. To illustrate, a simple research topic list indicates the clear connection between sport and family. (See Figure 1.2 for examples of family-in-sport-related research by topic.)

| Sport Management Topic | SM Research Studies that Utilize Family in Sport |
|------------------------|---|
| Management Concepts | <input type="checkbox"/> Work-Family Conflict in Sport (Dixon & Bruening, 2005) <input type="checkbox"/> Organizational support, WFC, and job satisfaction in University Coaches (Dixon & Sagas, 2007) <input type="checkbox"/> WFC in specific positions (Dixon & Bruening, 2007; Mazerolle, Bruening, Casa, & Burton, 2008; Pitney, Mazerolle, & Pagnotta, 2011) |
| Governance & Policy | <input type="checkbox"/> Social policies effect on gender discrimination in sport participation through family structure (Kay, 2000) <input type="checkbox"/> Volunteer-based (typically, parents) community programs to distribute capital effectively (Sharpe, 2006) <input type="checkbox"/> Sport governance as a source of parental stressors in elite youth sport (Harwood & Knight, 2006) |
| International Sport | <input type="checkbox"/> International sport policies for parental care (Mitchell, 2017) <input type="checkbox"/> Families' financial investment in training for and participation in Olympic games (Garcia, 2016; McGee, 2016; Palmer, 2012) <input type="checkbox"/> Labor Migration in sport (Darby, Akindes, & Kirwin, 2007; Magee & Sugden, 2002; Maguire, 2004; Maguire, 2011) |
| Sport Operations | <input type="checkbox"/> Motherhood and incorporating rec sport in the "third shift" (Batey & Owton, 2014; Dworkin & Wachs, 2004, 2009) <input type="checkbox"/> Facility concession prices to accommodation a family of four attending the game (Rovell, 2016) <input type="checkbox"/> Fan-Family conflict (Simmons & Greenwell, 2014) <input type="checkbox"/> Stadium Accommodations for families (Hancock, Grappendorf, & Simmons, 2017) <input type="checkbox"/> Family as a sport consumer motivation (Funk, Mahoney, & Ridinger, 2002) <input type="checkbox"/> Family as a motive for sport consumption behavior (Trail, Fink, & Anderson, 2003) |
| Sport Marketing | |
| Sport Communication | <input type="checkbox"/> Professional athletes using social media to build their brand (Sheffer & Schultz, 2013) leading to shrinking boundaries between public and private life (Sanderson, 2009) <input type="checkbox"/> Professional athletes using their "backstage" or personal/family life to increase their brand on social media (Burch et al., 2014; Geurin & Burch, 2015) <input type="checkbox"/> Sport media portrayal of professional sport wives (Grame-Zeller & Coble, 2017) <input type="checkbox"/> Professional athletes and domestic abuse in sport media (Enck-Wanzer, 2009; Kirby, Francis, & O'Flaherty, 2014) <input type="checkbox"/> Athlete mothers in the media (McGannon, McMahon, Schinke, & Gonsalves, 2017) |
| Legal Aspects | <input type="checkbox"/> Domestic abuse in professional sport and the leagues power to punish (Jefferson, 1997; Webb, 2011) <input type="checkbox"/> Pregnant Athlete Laws in the NCAA (Brake, 2008; Sorensen, Sincoff, & Siebeneck, 2009) <input type="checkbox"/> Parental "package deals" in recruiting college basketball players (Lee, 2010) <input type="checkbox"/> Parental rage and violence in youth sport (Fiore, 2003) |
| Ethical Aspects | |

Figure 1.2. Research in sport management topics that implicitly discuss family in sport.

Throughout management concepts and governance and policy research, there is an abundance of research that highlights the family in the sport career. Some scholars have focused their research on the work-family conflict in sport, coaching, and other specific sport positions (Dixon & Bruening, 2005; Dixon & Bruening, 2007; Dixon & Sagas, 2007; Mazerolle et al., 2008; Mazerolle, Pitney, Casa, & Pagnotta, 2011). Other scholars have focused on organizational structure interaction with the family such that they have studied the way social policies effect gender discrimination in sport participation through family structure (Kay, 2000), effective strategies aimed at distributing capital among parent-volunteers in community programs (Sharpe, 2006), the experiences of maintaining a dual role of coach and parent in youth sport (Elliot & Drummond, 2017), and the intersection of sport governance and parental stressors in elite youth sport (Harwood & Knight, 2009). The literature also reveals many intersections of family and international sport as research expands on the differences in sport policies for parental care in different countries (Mitchell, 2017), families' financial investments in training for and participation in Olympic Games (Garcia, 2016; McGee, 2016; Palmer, 2012), and labor migration in sport (Darby, Akindes, & Kirwin, 2007; Magee & Sugden, 2002; Maguire, 2004; Maguire, 2011).

Throughout sport marketing and sport operations literature, the family's intersection with the respective topics is revealed in the research and the changes in industry practices in a variety of ways. Some of the topics include motherhood and incorporating recreational sport in the "third shift" (Batey & Owton, 2014; Dworkin & Wachs, 2004, 2009), facility concession prices adjusted to accommodate a family of four attending the game (Rovell, 2016), the conflict between fanship and family (Simmons & Greenwell, 2014), large stadium accommodations focused on families (Hancock, Grappendorf, & Simmons, 2017), motivation behind family as a

sport consumer (Funk, Mahoney, & Ridinger, 2002), and family as a motive for sport consumption behavior (Trail, Fink, & Anderson, 2003).

Sport communication literature also recognizes considerable of family intersection with sport through the analysis of professional athletes use of social media to build their brands (Sheffer & Schultz, 2013), the study of athletes' shrinking boundaries between public and private life (Sanderson, 2009), and by examining the inclusion of their "backstage" or personal/family life in social media as a means of expanding on their brands (Burch et al., 2014; Geurin-Eagleman & Burch, 2015). Other sport communication research has focused on the familial roles as they are represented in media. These studies have assessed the sport media portrayal of professional sport wives (Grame-Zeller & Coble, 2017), professional athletes and domestic abuse in sport media (Enck-Wanzer, 2009; Kirby, Francis, & O'Flaherty, 2014), and athlete mothers in the media (McGannon, McMahon, Schinke, & Gonsalves, 2017).

Legal and ethical aspects of sport are commonly related to the relationship and role of the family. A few examples include domestic abuse in professional sport and the leagues' power to punish (Jefferson, 1997; Webb, 2011), pregnant athlete laws in the National Collegiate Athletic Association (Brake, 2008; Sorensen, Sincoff, & Siebeneck, 2009), parental involvement in the recruitment and subsequent collegiate athletes (Lee, 2010; Parietti et al., 2017), parental rage and violence in youth sport (Fiore, 2003), siblings and parental influence on youth sport activities and subsequent response to competition (Holst & Stuhlsatz, 2017; Osai & Whiteman, 2017), and parental involvement in effectiveness of sport-based youth development (Grimm, Hall, Dunn, & Dorsch, 2017; Jacobs, Lawson, Ivy, & Richards, 2017).

While this not an exhaustive list of references to family in sport management research, the analysis of the implicit familial and sport intersection provides considerable evidence to

support the claim that the family's assumed work in sport serves as a major contribution to the sport industry. The extent of the intersection between family and sport within research begs the question regarding whether the two concepts – family and sport – could ever be separated in the current structure and maintenance of the sport industry in the U.S.. As previously mentioned, the use of the term “family” can be interchangeably utilized to describe different types of close familial-like relationships (Strong & Cohen, 2014). Because of the varying definitions regarding what constitutes a family in American culture, it is important to evaluate the social meaning of family and the relationships within it, specifically the marriage relationship.

Defining Marriage and Family

As society has evolved, so has the cultural definition of family. When discussing sport's reliance on family, it is crucial to acknowledge the evolving cultural definition of family. The widely accepted definition of a traditional family is “a mostly middle-class version of the nuclear family in which women's primary roles are wife and mother and men's primary roles are husband and breadwinner” (Strong & Cohen, 2014, p. 11). However, in the contemporary U.S., there are many other accepted definitions of family that drift away from the traditional heterosexual family. Common now are families that have stepparents, single-parents, co-parenting, cohabitating adults, childless families, and homosexual partnerships and marriages. Strong and Cohen also note that other non-traditional families are becoming increasingly more common, and these can include non-relative kin as family, such as a best friend, neighbor, godchild, lover, or religious leader. Demo, Allen, and Fine (2000) offer a more complete and inclusive definition of family as “two or more persons related by birth, marriage, adoption or *choice*. Families are further defined by socioemotional ties and enduring responsibilities particularly in terms of one or more members' dependents on other for support and nurturance”

(italicized emphasis added; p. 1). Strong and Cohen further explain that as American society has evolved to form non-traditional families, these varying family structures have continued to perform traditional functions of a family, including forming intimate relationships with emotional attachments, socializing children, engaging in economic cooperation and consumption, and assigning roles and statuses. In sport, the traditional and non-traditional family structures have maintained sport most notably through economic support, socialization of values, familial activities, and relationship development through sport.

As the cultural definition of family has changed over the last century, there has also been a shift regarding what constitutes a marriage, which has expanded to include different types of relationships. Stemming primarily from religious oversight, traditionally, marriages have been considered a divine union arranged through the woman's parents (or, at the least, with the approval of the woman's parents) and only valid when done within a church (Strong & Cohen, 2014). Although marriages in America today are not bound by family approval or ceremonial location, a constant identifying variable of a marriage that differentiates it from other relationships is the validation of commitment through a marriage license filed with the government. In fact, Strong and Cohen define a marriage as a "legally recognized union between two people, generally a man and a woman, in which they are united sexually, cooperate economically, and may give birth to, adopt, or rear children" (p. 6).

Along with the legal documentation of a marriage, Strong and Cohen (2014) discuss the cultural expectations that are often created within the arrangement of marriage, including specific gender roles identified within the relationship and wider society, legitimacy of children and extended in-law relationships, and the transfer of wealth and property. However, it is important to note that the only aspect of this definition that is reserved specifically for marriage

is the legal component. All the other classifications are not consistently regulated and have become more prevalent as accepted forms of committed relationships and families. Sexual intimacy, economic interdependence, and the act of becoming parents represent happenings in the modern family through co-habitation, homosexual partnerships, and co-parenting. These ever-changing definitions and evolution of marriage and family are what some (e.g., Seltzer, 2000) have referred to as “a moving target” (p. 1247), making it difficult to discern between a legal marriage and a couple in a committed cohabitate relationship (Strong & Cohen).

Ames and Burcon (2016) argue that the cultural expectations and definitions of marriage are often associated with the way relationships are portrayed in pop culture, movies, television shows, magazines, novels, and other forms of media. The authors further note that media, including everything from Disney movies characterizing woman as helpless victims to reality television shows hypersexualizing women, can create a narrative of relationships, marriages, and gender work that can ultimately affect how the culture defines gender roles. For example, the 1950’s sitcom *Leave it to Beaver* depicted the story of a traditional family structure in which the father was home for dinner, the mother was always neatly dressed while cooking and cleaning, and the children learned to obey their parents. The sitcom exuded the wholesome family stereotype that defined that decade. The show was a microcosm of the larger society, as the decade normalized marriage training courses for women that provided “proper” training for their roles and duties within a marriage (Ames & Burcon). Ames and Burcon state that the theoretical support for these classes was rooted in the notion that if women were properly trained for marriage, marital issues would subside, and this notion then perpetrated the belief that marriage was ultimately the woman’s job.

However, the subsequent 50 years brought rapid change with regard to the definition of marriage and its portrayal within the media. Supreme Court Justice Ruth Bader Ginsburg has cited a 1982 Supreme Court ruling as the dismantling of the traditional dominant husband, submissive wife definition of marriage, although some debate that the actual common law regarding the issue was abolished much earlier (Macleod, 2015). The ruling to which Ginsburg referred had to do with Louisiana's Head and Master Law that permitted the husband to make family and jointly-owned property decisions without the knowledge or consent of his wife; the Supreme Court ultimately abolished this law. Ginsburg argued that this ruling was foundational to the evolving definition of marriage, and Ames and Burcon (2016) utilize her arguments to question the media's portrayal of marriage, asking, "Should it be ok for popular cultural texts 'to cling to marriage the way it once was' by rehashing the same gendered advice?" (pp. 121-122).

However, the popular sitcom *Modern Family* challenges the ideals of the traditional family structure. The show tells the story of a heterosexual couple with parenting issues, a multigenerational and multicultural couple that experiences disfunction, and a homosexual male couple that has adopted a child from Asia. In a time of great transformation regarding marriage and family, *Modern Family* represents many of the changes American culture has witnessed and will most likely continue to experience as the social construction of a marriage and family continues to evolve. "Everywhere marriage is becoming more optional and more fragile. Everywhere the once-predictable link between marriage and child-rearing is fraying," Coontz (2006) writes in her book about the history of marriages. She adds that "everywhere relations between men and women are undergoing rapid and at times traumatic transformation. In fact," Coontz explains, "the relations between men and women have changed more in the past thirty years than they did in the previous three thousand" (p. 6).

Gender Roles in Marriage and Family

The changes in marriage and family and subsequently in the running commentary on public marital domestic issues ultimately find their foundation in the expectations pertinent to gender roles within a relationship (e.g., which person is responsible for what type of work in the marriage?). As Ridgeway (2011) argues, gender is the frame by which life is organized, including marriages. Ridgeway explains further that gender roles are given meaning only when cultural definitions are placed upon them that lead individuals to judge themselves and others. Traditionally, American marriages have operated via a traditional ideology that suggests that the woman's gender work is within the home and entails caring for the children and home maintenance, while the man's gender work is identified in his ability to financially provide for the family through work and occupational success (Hochschild, 2012). However, with the rise of women working outside of the home, attitudes regarding marriage and gender roles have transformed to encompass more egalitarian or transitional ideologies. In recent years, these changes in gendered expectations have manifested in men doing an increased amount of work within the home, as well as a majority of people identifying sharing household chores as one of the keys to marital success (Strong & Cohen, 2014). In addition, modern fathers have been found to spend three times as much time with their children than fathers in previous generations did (Parker & Livingston, 2018).

Despite the transition to a more equitable marital arrangement, at least in theory, studies indicate that women, regardless of whether they work full time, still shoulder the majority of the family responsibilities, specifically as those responsibilities relate to mental and emotional investment (Ciciolla & Luthar, 2019; Hochschild, 2012). In an interview with D'Ardenne (2019), Ciciolla summarizes the finding of her study, saying, "Even though women may be physically

doing fewer loads of laundry, they continue to hold the responsibility for making sure the detergent doesn't run out, all the dirty clothes make it into the wash, and that there are always clean towels available" (para. 5). The stress of dual responsibilities places the working wife and mother in a predicament, as she now has the responsibility of both full-time work within the family and full-time work outside of the home. Ciciolla and Luther find that this tension is linked to increased stress levels, exhaustion, and less life satisfaction. Hochschild dubs this work duality "the second shift," which suggests that women leave their full-time career work and go home to additional work within the home.

Ultimately, the demands of both work and home cannot be sustained and women are frequently forced to make a choice to cut back their aspirations either in marriage and motherhood or in professional endeavors (Hochschild, 2012). Loscocco and Walzer (2013) discuss this phenomenon, stating, "[T]he persistence [...] of women's disproportionate responsibility for household and family tending, as well as the continued expectation that men prove themselves through earnings, reproduce gender differentiation and set up women, especially, for difficulty in negotiating employment in the context of marriage" (p. 4). (See Figure 1.3 for a comic that portrays the difference in work-life responsibilities between genders that recently went viral on social media.)

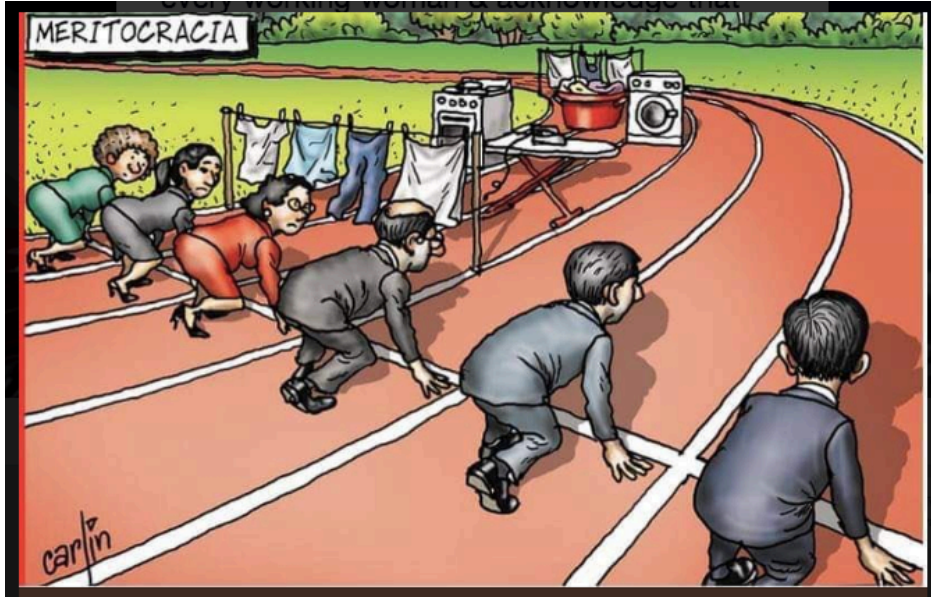


Figure 1.3. Comic portrayal of the difference in genders in the balance of home and career work.
(Anand Mahindra, 2019)

Even if the couple desires to partake in a more egalitarian model of the marriage, institutional and cultural structures continue to influence a more traditional gender role ideology. For example, the continued wage gap and career advancement opportunities favor men; as such, couples may decide that their families would have a more stable income if the women stayed at home while the men went to work and received higher salaries (Hochschild, 2012; Strong & Cohen, 2014). In the contemporary workplace, advancements and “career building stages coincide with childbearing years,” notes Ridgeway (2011), “and as a result, the restrictive impact of childbearing on women’s but not men’s networks disproportionately disadvantages women’s career contacts at a critical juncture” (p. 151).

With these gender role expectations shaping cultural and institutional structures, marriage and family work has often been associated with women and has been dubbed a woman’s work (Ames & Burcon, 2016). Emotional caretaking, structuring family life, maintaining schedules,

and planning and organizing have all been disproportionately assigned to the woman's gender roles (Ciciolla & Luther, 2019; Loscocco & Walzer, 2013). Despite racial and ethnic differences, women are socialized to invest and manage emotions while men are taught to ignore or set aside their emotions, providing support through handyman work or serving as a pseudo-car mechanic for the family (Loscocco & Walzer). Like much of other women-assigned work, the work women do within the marriage and family structure tends to be undervalued, unnoticed, and expected, which can lead to marriage tension and dissatisfaction (Ciciolla & Luther; Hochschild, 2012).

Hochschild (2012) argues that the tension regarding gender roles in marriage is rooted in the quickly changing expectations of women seeking to increase their career successes juxtaposed to men's delayed transition to assuming responsibility for increased family work. Thus, challenges to traditional gender roles are rooted in the increased participation of women in paid work. Hochschild explains that during the transition that has witnessed additional work for women and little to no new work for men, families and marriages must continue to find ways to negotiate gender roles. However, what has yet to be explored are women who conduct unpaid work in the home and family as well as unpaid work in their husbands' careers. This distinct differentiation in the perpetuation of gender roles within the context of unpaid work is important to address as the two-person career is examined and there is an assessment regarding who ultimately benefits from negotiated gender work.

Conceptual Framework

Two-Person Career/Career-Dominated Marriage

Papanek's (1973) theory of the two-person career describes the phenomenon as a career that presents formal and informal demands on a married couple, only one of whom is employed

by the institution. The two-person career concept is often described within male-dominated industries and positions, such as the military, ministry, physicians, politicians, law enforcement, corporate executives, and in athletics with coaches and professional athletes, which tend to perpetuate traditional gender roles and expectations. The structure of these careers requires the primary actor (e.g., the male, paid worker) and the secondary actor (e.g., the woman, unpaid worker) to both contribute to the career for its maintenance and success (Knoppers, 1987; Ortiz, 2001; Papanek; Thompson, 1990).

Knoppers (1992) argues that these careers serve as “gendered jobs” that are structured in ways that make assumptions regarding who will occupy the positions. For example, the scholar explains that male-dominated jobs, like the ones mentioned previously, assume that the male worker will give his time and energy to the paid work, which is has presumably prioritized, instead of to domestic work, and that he will have another person, often his wife or female partner, available to assume responsibility of the home, children, and any needs outside of the career. Ortiz (2006) refers to this concept as “career-dominated marriage” (p. 528) wherein the two people who make up the couple both participate in the gendered occupation, which is often male-dominated, which can lead to the women being “infantilized, motherized, sexualized, objectified, or stigmatized” within the assumed but often unrecognized work (p. 528).

Through the patterns associated with the two-person career in which a wife or female partner participates in the career of her employed male partner, traditional gender roles of women as the supportive wife, “comforter, backstage manager, home maintainer, and main rearer of the children” are reproduced, normalized, and even expected (Papanek, 1973, p. 853). As an unpaid participant in the career, the domestic work performed by and required of the secondary actor in the two-person career has been found to be highly devalued and underpaid

(Hochschild, 2012). Hochschild states in her work on the division of domestic labor in marriages that the cost to women in doing the majority of the domestic labor is not just that they are doing more unpaid work than their husbands; “it is that society devalues the work of the home and sees women as inferior because they do devalued work” (p. 254). However, while the sport wife’s work is underpaid and devalued, her work in the two-person career greatly benefits both her husband’s career and her husband’s employer (Ortiz, 2006). It is important to note here that a two-person career does not require a male-dominated career or marriage, as the woman can also hold the paid position within the two-person career; although, that is often not the case (Ortiz). Regardless of her position in the two-person career, however, whether she is the primary or secondary actor, it has been found that the woman performs the unpaid domestic work (Dixon & Bruening, 2007; Hochschild, 2012; S. M. Thompson, 1999).

Differences among two-person career industries. While there are many similarities among the industries that tend to require two-person careers, some unpaid work tasks of the secondary actor can vary depending on the industry. For example, some industries or positions, such as politicians, may demand that the entire family publicly support the male’s career via public appearances and campaign speeches. Such was true while presidential candidate Barack Obama was on the campaign trail in 2008 with his wife, Michelle, who was also expected to hit the campaign trail. Michelle was considered a key part of her husband’s campaign and subsequent election victory, as she often traveled without her husband, managing campaign strategies and protecting his image (Saulny, 2008). While political careers often demand public appearances, other careers or positions, such as the military or other law enforcement officials, require private, familial, and emotional support while the spouse is traveling or on duty for long periods of time.

Along with perceived public and private support, the husband's compensation in his career can also affect the woman's perceived role within the career. Some careers present the wife's work as an honorable commitment made to the husband's profession, which then justifies his compensation and her lack thereof within the career. Although on the opposites ends of the compensation scale, career-dominated marriages found in ministry and professional athletics experience compensation as justification for the wife's unpaid work. For instance, Taylor and Hartley (1975) note that the two-person career commonly represented among pastors within Christian churches in the U.S. is attributed to the husband's (and by proxy, the couple's) call to the ministry. The spiritual call often serves to justify minimal compensation for the husband and extends such that it justifies no compensation for the wife's work within the ministry, even if she provides work in areas that would otherwise be compensated (Taylor & Hartley). Taylor and Hartley further state, "The gainful unemployment of the minister's wife is religiously sanctioned, and her contributions to the two-person career are viewed as a natural outgrowth of her religious commitment" (p. 358).

A modern example of the tension associated with gender expectations in ministry can be found within the television show *The Book of John Gray*. On their show, Pastor John Gray and his wife, Aventura, share with viewers their life in a large-church ministry via a reality-style television show. When the couple felt the spiritual call to a new church, a friend told Aventura that she was about to become the first lady of the new church (Kennedy, Hochman, Wilkerson, Weinstock, Cornick, & George, 2019). Aventura then expressed her concern regarding the gender expectations generally linked to being a church's first lady; she stated, "I'm nervous about the whole first wife thing. I don't fit what people think of as a first wife" (Kennedy et al.).

While pastors' wives' unpaid work and the husbands' low income are justified due to the pastoral couples' moral commitments to their spiritual calling, the wives of professional athletes also experience a justification for their unpaid work out of an honorable commitment to their marriage and the husbands' incomes. For example, when discussing the hardships she's experienced within her husband's two-person professional baseball career, Chelsea Desmond, wife of MLB star Ian Desmond, is chastised by readers, citing her husband's income as a justification for the unpaid work she does (Svriuga, 2014). Ultimately, these examples reveal that regardless of the husband's compensation, the wife is expected to participate in the career through unpaid work, and her unpaid work is justified ultimately due to her commitment to her husband.

Some two-person careers include a period of training or certification in which the husband is required to commit to an immersive experience for an opportunity to excel in the given field. During these training and certification experiences, the wife is expected to be the sole caregiver for the family. In some cases, the training may provide low or no compensation, which means that the wife is also required to gain employment for the family, effectively making her a working, single parent.

Examples of these training experiences include law enforcement and its required full-time training academy that potential police officers must attend and pass to be able to gain employment within the field. Similarly, the military requires basic training and other military role-specific training prior to and throughout the individual's military career. Most clergy, physicians, professors, and corporate executives are required to complete years of secondary education during which the worker experiences a demanding work schedule and long study hours with little compensation. For some professional athletes, the training occurs within the

given sport's minor league or international teams and leagues. Minor leagues, such as the NBA G-League, MiLB, American Hockey League (AHL), and the non-NFL affiliated minor league, Alliance of American Football, require the same commitment but offer considerably less pay to athletes. Specifically in professional basketball, the NBA G-League is being utilized at an all-time high for the development and training for potential NBA players. Schlosser (2019) found that 42% of the players on NBA teams rosters the first day of the 2019-2020 season were previously in the NBA G-league at some point in their professional basketball career.

During an employee's tenure with these training experiences, it is not uncommon for wives to bear the burden of the family's needs as well as to serve as the financial provider. However, although the wife may be working, because she is also acting as a single-parent during her husband's training season, she must choose a job that is conducive to caring for the home life and not necessarily a job that is tailored to her interests. Because of these work and family adjustments to the sport career, some wives within the two-person career have referred to themselves as being married, single parents or sport-widows (Gmelch & San Antonio, 2001).

In all two-person career scenarios in which the male is the paid employee, however, the wife contributes work to a career that is not her own and is instead benefiting others, and in doing this, the woman, much like athlete wives, is delaying or forgoing her own individual career (Gmelch & San Antonio, 2001). The wives are subject to the consequences of the "greedy institution" in which the demands of the industry (e.g., long and unusual work hours, constant travel) actively monopolize workers' time, impeding on their ability to spend fair amounts of time on personal and family life, leaving the wife to care for all non-work tasks in order to free the paid worker from any distractions (Budig, 2002; Dixon, Bruening, Mazerolle, Davis, Crowder, & Lorschach, 2006; Ortiz, 2001). While men who take on these heavy commitments are

praised and for doing what they are expected to do, the industries that also demand the wives' participation often fail to acknowledge let alone praise the women for their work.

The two-person, sport career overview. As a crucial partner in the two-person athletic career, wives of professional athletes provide considerable personal, physical, and emotional investments in their husbands' careers, leading Roderick (2012) to argue that these women's "relationship 'work' is a labor of love" (p. 319). Wives of athletes are often the unrecognized and unpaid workers of the two-person career, taking sole responsibility for the domestic aspects of the family, including being the primary child-rearer, balancing practice, game, travel and family schedules, and managing frequent relocations (Gmelch & San Antonio, 2001; Ortiz, 2001). Often, the responsibility of packing up the house and home for frequent relocations is the falls solely on the wife, as her husband is expected to relocate immediately and begin his sport work. The sport wife becomes well versed in the work associated with packing, unpacking, moving, and a transient life, while her husband's sole focus can be on competing in the sport (Roderick, 2012).

The two-person sport career is characterized by unique factors that distinguish it from other two-person careers, including its transitory nature, the risk of career-ending injuries, public evaluation and criticism of the husband's work, celebrity lifestyle, and overly-demanding work schedules that assume no work interruptions. Dixon et al. (2006) explain in their work on career and family conflict among professional baseball players that in the greedy institution of professional sport, professional athletes experience sport as an all-consuming venture by which they achieve athletic goals, leaving the family roles neglected. And if the athlete has a wife, she is expected to do all she can to participate in those sport career goals, most often by tending to any non-work responsibilities herself so that he does not have the burden of those responsibilities

(Dixon et al., 2006). Additionally, accessibility is also a distinguishing factor of the two-person sport career. Gmelch and San Antonio (2001) state, “While most wives of businessmen, doctors, and university professors have no qualms about calling their husbands at the office, it is nearly unthinkable for baseball wives to call their husbands at the clubhouse” (p. 344).

Along with caring for the domestic duties, sport wives are often expected to attend their husband’s games and other sport-related public appearance events, along with being asked to attend team gatherings, community outreach events, philanthropic opportunities, and other public-service functions with or without their husbands (Gmelch & San Antonio, 2001). Wives’ public appearances at these events benefit their husbands’ careers, as the wives’ participation in team activities is indicative of their willingness to provide support and permits the wives to be portrayed as “team players.” In turn, the wife does not become a liability for her husband as a result of her breaking the socially constructed wife code that could affect his career through his relationships with team managers and his teammates (Ortiz, 1997). Additionally, Ortiz claims that the unofficial wife code, which is further discussed in Chapter 2, expects for the women to avoid conflict with the other wives, refrain from sharing unknown information about infidelity among the players, and to only speak to other players and team officials when spoken to. Because the social norms are structured such that they promote an “us vs them” (players vs wives) mentality, husbands are left to address a moral dilemma that effectively pits their coaches/locker room/teammate relationships that are intertwined with their careers against their relationships with their wives and families.

Along with other notable distinctions, the two-person sport career is also structured in such a way that the unpaid work of the wife not only benefits her husband, but it also benefits the sport organization. Through her unpaid, public work, the sport organization benefits from her

participation in events, as the sport wife is actively involved in increasing community support and public relations as a team representative, increasing and enhancing the organization's brand. As Mandell (2012) explains in her work on the effect of the wife's support in the political two-person career, when a wife attends public career-related events with her husband, she is not only showing support of him and their marriage, but she is also giving her figurative "stamp of approval" (p. 146) for the career, her husband and his integrity, and for the organization. Through her support of the two-person career in the domestic and team-related work, sport wives become enablers for their husbands in the husband's attempts to excel in their careers, and the wives do this by protecting their husbands from any disruptions that might derail their training, games, or other career-related responsibilities (Ortiz, 2006).

Self-Presentation Theory

This project utilizes Goffman's (1959) theory of self-presentation as the theoretical framework in which to study the social media posts of the wives of professional athletes. Goffman theorizes that individuals in society adopt different identities depending on different factors, and they thus perform impressions with the expectation or hope that observers will believe the impressions to be the performers' true selves. Goffman further defines these performances as "the activity of an individual which occurs during a period marked by his continuous presence before a particular set of observers and which has some influence on the observers" (p. 22). The author explains the self-presentation theory, also termed impression management, by using the metaphorical representation of an actor depicting a scene for his audience while "on stage." Conversely, the actor can also experience reprieve when he is backstage, or behind the scenes of his performance. Goffman claims these two types of performances take shape in individuals in two ways via what he termed frontstage and backstage

performances. As noted, front stage performances happen in front of other individuals, a given audience, and are what drive individuals to focus on the impression they create in the minds of others. The typical manifestation of a performance is one in which the performer sincerely believes the impression he is displaying to be true reality and the audience, too, is convinced. Backstage performances can also happen in front of others, but they tend to be in front of a familiar audience, or these performances can be done with no audience at all. Goffman explains that these performances tend to be more candid and less the result of impression management.

The theory also distinguishes between “two radically different kinds of sign activity: the expression one *gives* and the expression one *gives off*” (Goffman, 1959, p. 2). The impression one *gives* is characterized by the intentional expression of self – what the performer intends to communicate – and represents traditional communication. On the contrary, per Goffman, an impression one *gives off* is an unintentional message that is typically tied to theatrical, contextual, or non-verbal communication. Because the expression one gives off is much more difficult to control and manipulate, Goffman postulates that the audience (referred to by Goffman as “the others”) can use the expression one gives off to test the validity of the expression one gives to express truthfulness and accuracy. The others also participate in defining the situation through their actions, reactions, and responses to the performer and the message that are being communicated, negotiating their impressions and consensus on the subject.

The original intent by Goffman (1959) regarding self-presentation was to facilitate face-to-face interaction; although he did acknowledge that the emerging technology of his time (i.e., the telephone) served as a transference of information, he argued that it was an incomplete mode of communication (Bullingham & Vasconcelos, 2013). However, as technology has advanced, communication has evolved to accommodate social interaction facilitated via the Internet and

myriad technological devices. Marshall (2010) argues that Goffman's work extends to new forms of online communication, as it allows for a different but relevant method of representing oneself via online profiles created, generally, for public consumption. The lure of celebrity status, Marshall argues, has encouraged utilization of online presence to represent oneself to a large audience for impression management. Before emerging media, self-presentations to a mass audience were reserved for the privileged – celebrities, politicians, advertisers, etc. (Papacharissi, 2002). However, with the help of the Internet, social media, and other web-based platforms, a large audience is as available as the nearest computer or electronic device.

Public profiles, avatars, personalized webpages, and Internet videos all provide a way for a person to represent him/herself in a way that may be different from their reality. Goffman (1959) may have considered this use of public imitation a mask that one wears when he or she is playing a role. Goffman argues that in all communication, one initially wears a mask that “represents the conception we have formed of ourselves – the role we are striving to live up to – this mask is our truer self, the self we would like to be” (p. 19). The role of technology plays in facilitating communication and self-presentation has allowed for the figurative wearing of the mask to happen more easily and more explicitly. Papacharissi (2002) argues that online communication allows for more control over the *given off* expressions, and in the absence of nonverbal communication, it allows for greater manipulation of truth and less chance of misrepresentation to be exposed.

In the modern, Internet-driven world, the figurative wearing of a mask as a means of presenting oneself as someone else online has been termed “catfishing.” After being deceived into a misrepresented online romance, Nev Shulman and his videographer friend, Max Joseph, named their small-film documentary *Catfish*, which ultimately inspired a modern-day term for

Goffman's theory regarding masking or playing a role (Shulman, 2012). The success of the film led to a documentary-style television series that helps individuals find the person behind their online romance, the majority of whom are "catfish" and have misrepresented themselves. With the growth of technology-facilitated communication, the self-presentation theory has been used numerous times to explain online representations of the self (Geurin-Eagleman & Bruch, 2015; Lebel & Danylchuk, 2012; Marshall, 2010; Miller, 1995; Papacharissi, 2002; Pegoraro, 2010; Smith & Sanderson, 2015; Trammell & Keshelashvili, 2005; Tseëlon, 1992).

Trammell and Keshelashvili (2005) apply the theory of self-presentation to modern digital forms of media-facilitated communication (i.e., blogs) and found that 80% of bloggers shared intimate details about their lives. In addition, the authors found that the online blogs served as catalysts for sharing the backstage performances to the front stage of a public online forum. Additionally, the bloggers often provided hyperlinks to other stories, bloggers, and resources that gave an impression of competence and teamwork. Papacharissi (2002) finds similar results when using the theory to analyze the use of personal Internet-based homepages for purposes of self-presentation.

Marshall (2010) uses the framework by Goffman (1959) to highlight the frontstage and backstage performances of celebrities and other public figures, specifically on social media platforms. Their celebrity status, according to Marshall, "makes their often everyday activities a kind of performance to be read further" (p. 39) by their fans and followers. Marshall also notes that the spread of social media requires celebrities to "perform" in social media through various displays of "self" that are shared with their followers and other users of the platform. The researcher argues that celebrity culture encourages the individuality and the presentation of oneself to large audiences, and social media has provided a means by which an ordinary person

can become famous online. In recent years, this has manifested through the development of “social media influencers” or “social influencers,” as their notoriety has been facilitated by their online content. Using Goffman’s theory and identifying the growing usage of social media, Marshall presents the theory of presentational media. Through the construction of social media, users are able to not only simply create their own web pages by way of their profiles, but, as Marshall explains, the sites also provide audiences with which to share content and interact. This “new hybrid among the personal, interpersonal, and mediated presentation” (p. 35) is what Marshall terms presentational media.

Self-presentation has also been assessed within sport literature, as professional athletes’ social media presence has been investigated for self-presentation trends among this elite population (Geurin-Eagleman & Bruch, 2015; Lebel & Danylchuk, 2012; Pegoraro, 2010; Smith & Sanderson, 2015). Smith and Sanderson evaluated the Instagram posts of 27 professional athletes across multiple sports. Their findings indicate differences among the male and female athletes’ self-presentation, including type of touch – hugging for females, arms around the shoulders for males. Contrary to a common media portrayal of female athletes, the researchers also find that the females were more likely to have in-sport, active photos than their male counterparts. It is also worth noting that female athletes were likely to post more sexually suggestive photographs and to present themselves as emotionally withdrawn. However, Smith and Sanderson note that both males and females shared more photos of their backstage performances, such as family life, personal interests, and charity work, than their front stage performances. Geurin-Eagleman and Burch investigated Olympic athletes use of Instagram, and the authors note results similar to those published by Smith and Sanderson with regard to the use of presentational media to share backstage performances. Studies conducted by Pegoraro, as well

as Burch et al. (2014), have yielded similar results. All of these studies have found that athletes posted primarily backstage performances, as they posted mostly about their personal interests and family lives instead of their public, sport lives.

While the majority of athletes share information or details regarding their families and personal lives to their social media profiles, there remains a gap in the literature regarding the use of social media by the families of the athletes – primarily professional sport wives – as they serve a supporting role within the two-person career. Essential components to the maintenance of the two-person career are rooted within the perceived gender roles as they pertain to marriage and family, and the couple's identity management within those roles. Utilizing self-presentation theory (Goffman, 1959) and Marshall's (2010) presentational media concept, this study analyzes sport wives' self-presentations on Instagram and their utilization of the platform to execute their front and backstage performances as they relate to their roles in the marriage, family, two-person sport career, and their identity management. The following chapter further explores the interaction of gender and sport through the sport marriage and the respective research within each topic.

CHAPTER 2:

REVIEW OF LITERATURE

Family, sport, marriage, and gender are all institutions via which we organize our lives, relationships, and work (Risman, 1998). At the intersection of these concepts are the sport wife and her work in the sport career necessary to maintain each of the respective institutions (Thompson, 1990). While often not acknowledged by the team, leagues, executives, fans, and others, the sport wife and family are positioned in a pivotal balance with each of the concepts aimed at maintaining and supporting the family, marriage, and sport through gendered work. Additionally, these gender roles have been reified in sport communication and social media, providing commentary to sustain notions regarding the interdependence of sport, family, marriage, and gender work. The following chapter reviews many elements that affect professional sport wives including the intricacies of the sport marriage, the wife's emotional, physical, and professional work and the management of stereotypes. Further, this chapter discusses the unique intersection of gender, sport, and media, along with the statement of the problem, significance of the study, and introduces the research questions of the study.

PART I: The Intersection of Spouses and Sport: The Sport Marriage

Another major realm of family and sport intersection, and the focus of this manuscript, is the sport marriage and the implications of the familial investment into a career in sport. As previously mentioned, the sport industry is commonly referred to as a “greedy institution,” which and is described as an industry that requires its workers to devote the majority of their time to the industry (Ortiz, 2001; Dixon et al., 2006). Because of the demanding structures associated with a “greedy institution,” a career in sport requires a two-person career, also known as the career-

dominated marriage, which it assumes that two people, the paid worker and an unpaid partner (usually a wife), will devote their time to the career (Knoppers, 1992; Ortiz, 2006).

Ortiz describes the career dominated marriage as “a marriage firmly embedded in male-dominated occupational worlds such as medicine, religion, law enforcement, entertainment, military, academe, business, politics, and sports” (p. 528). The two-person career and the career-dominated marriage has been found consistently in the analysis of athletic careers, including those that emphasize coaching and professional athletes (Dixon & Bruening, 2005; Dixon & Bruening, 2007; Knoppers, 1992; Ortiz). In her work on NFL wives, Binns-Terrill (2012) explains that the job of the wives of NFL players “is to take care of their husbands” (p. 279).

Although limited research has been completed, professional sport wives and the sport marriage have been the subjects of notable scholarship. While some researchers have focused on sociological aspects of the sport marriage (Binns-Terrill, 2012; Gmelch & San Antonio, 2001; Ortiz, 1997, 2001, 2002, 2006; Simonetto, 2019), others have focused their research on the sport marriage as it relates to implications for the sport career (Binns-Terrill; Dixon et al., 2006; Roderick, 2012). While some scholars were first sport wives that chose to research their experiences (Binns-Terrill; Thompson, 1990, 1999), others have chosen to research the sport wife phenomenon from an outsider perspective (Dixon et al.; Gmelch & San Antonio; Ortiz; Roderick; Simonetto).

Regardless of the experiences of the researcher, many of the same common issues within a professional sport marriage have been noted. Some of these issues include constant geographic relocation, dramatic and consistent changes to income, adjusting to a life with celebrity status, negotiating identities, balancing work and family, fear of injury, and unstable job security (Binns-Terrill, 2012; Cronson & Mitchell, 1987; Dixon et al., 2006; Gmelch & San Antonio,

2001; Simonetto, 2019). Living in a marriage that is transient and public has also been found to lead to loneliness and isolation for the sport wife and often means that the wife sacrifices her own career and interests at the hands of the sport industry demands (Binns-Terrill; Gmelch & San Antonio; Mitchell & Cronson; Ortiz, 1997, 2001; Simonetto).

Inflexible Work Schedule and Its Implications for Marriage and Family

One unique quality of a two-person career, especially careers in sport, is the inflexibility of the work schedule. Unlike in other careers, outside of extreme circumstances, such as severe illness or death, there is little to no opportunity for the employee to take leave from work for family. There is no negotiation regarding sick days between parents, no working at home to accommodate illness, and no leaving work early to take the kids to practice or an event. What would normally be considered typical family social events (e.g., church, children's activities, birthday parties, field trips) are rarities among professional sport employees. This level of work commitment has prompted a controversial discussion regarding paternity leave for professional athletes, as many have been criticized or, as some say, overly celebrated for their absences at team events while attending the birth of their children (Granderson, 2012).

The debate regarding professional athletes' work during the birth of their children was on public display in 2016 when Boston Celtics center Al Horford missed a regular-season game for the birth of his second child (Ducey, 2016). Horford was publicly criticized by sport talk radio host Mike Felger for missing the game because, Felger argued, his child would not remember his absence at the birth and his sizeable salary allows for him to take a private jet to the game and return back to the hospital ("NBC Sports," 2016). Felger justified his career-first mentality based on the perceived responsibility Horford has to his teammates and fans, as well as his monetary compensation, claiming increased money and responsibility should supersede monumental

family events. While Al Horford chose to miss a regular season game, other players have had to make similar decisions during play-off games. For example, in 2012, Chris Bosh chose to attend the birth of his child instead of the third game of the play-offs when the Miami Heat played the Knicks (“Balancing Act,” 2012). His decision was also debated by seven different columnists by ESPNW, as some argued family should always come first and while others argued that professional athletes should be more careful in their sexual relationships during the months that may produce a birth during important times in the season (“Balancing Act”). Wives of professional athletes and coaches have also discussed their choices to induce labor so that their husbands could be present for the birth, although most of the wives noted that they experienced intense physical pain with their inductions (W. Thompson, 1999). The phenomenon here is not that they were induced, but that the couples made a decision to induce labor during a time that was convenient for the team. Otherwise, it was just accepted that the husbands would be unable to attend the births of their children if they happened during team events. However, Granderson (2012) argues that being present at the birth of one’s child should be neither debatable nor over-celebrated. He writes,

Only an athlete gets applauded for wanting to be there for the birth of a child. Any other millionaire husband who showed up at the office while his wife was giving birth would get funny looks at best and called inhuman at worst. But for some reason, the script is totally flipped in the bizarro world of sports. (para. 3).

He later argued that expecting husbands to attend their children’s births is the least one should expect, especially from a group of men often encouraged to be good role models.

Being present during the major events of a growing family is up for debate, it seems, but choosing everyday family life over sport has also been a source of debate. In 2016, Chicago

White Sox player Adam LaRoche announced his retirement after he claimed that the White Sox President Ken Williams asked him not to bring his family to the clubhouse (“Adam LaRoche,” 2016). LaRoche’s son, Drake, had consistently visited the clubhouse with his dad over his entire baseball career, and when he was asked to limit his son’s visits, Adam opted to retire. Upon making this decision, LaRoche tweeted, “#FamilyFirst” (Nightengale, 2016). Discussing his impending \$13 million contract, which was on the line, Nightengale debates LaRoche’s career choice; Nightengale also addressed the role of family in the sport career and LaRoche’s most recent baseball statistics when making his arguments. Similarly, in 2010, Urban Meyer, famed college football coach, cited his desire to be more active with his family when discussing his reasons for retiring from coaching at the University of Florida (Thamel, 2010). Meyer’s decision to retire, and his subsequent decision to do travel commentating with ESPN, was highly criticized, and Meyer’s authenticity was called into question (Bianchi, 2018). (Bianchi also noted that Meyer was criticized for returning to coaching at Ohio State only two years after this announcement. He, again, announce his retirement from football in 2018 due to health-related reasons.) These examples are indicative of the intense time commitment one must give to the “greedy sport career” as well as the criticism sport professionals receive when they make decisions regarding their time and their families that run counter to society’s expectations of them as sport industry employees.

In order to be successful (and to remain employed), one must heed the sport career’s demands. The sport career demands attendance at all games, practices, and assigned team-related functions. For players and coaches, there are no days off, no formal personal leave time, no work-from-home options and therefore never the opportunity to “trade-off” working schedules with wives in order to help care for the children or to tend to other family and domestic

responsibilities. These and other types of intense and extreme industry demands often all but require the wives to sacrifice their own professional careers or choose careers that will revolve around and submit to the demands of the sport industry.

The Power Struggle

Given the inflexibility of the sport career, sport wives attempt to balance the demands of two “greedy institutions” – sport and home – in the midst of searching for a sense of control (Ortiz, 2001). During the season, the sport wife finds herself as a married, single parent, as she serves as the main childrearer while her husband is away for the sport (Gmelch & San Antonio, 2001; Ortiz, 1997, 2006). She must coordinate schedules for travel, practices, games, children’s activities, and all other non-sport responsibilities. Additionally, Gmelch and San Antonio note that the wife has to provide emotional and career support to her husband, and she must also be their children’s only support in school and extra-curricular activities, as well as the children’s sole emotional support and disciplinarian. Svriuga (2014) describes the wives’ unofficial job description as “full-time moms, part-time real estate agents, occasional fathers, all-hours dog walkers, logistical magicians” (para. 5).

This single-but-married-parent family dynamic can cause issues related to power struggles within the home during the offseason or retirement, as the wife, who has acted as the head of the house, has served as both the strict and graceful parent out of necessity (Ortiz, 2006). Because the husband has been accustomed to the family revolving around him and his career, he expects to return home to find the same attention. When he is able to spend more time with the family during the off-season and retirement, however, this power dynamic is renegotiated, as he finds that his wife has become the family’s independent leader (Dixon et al., 2006). However, while the sport wife finds a sense of control within her own home, the world of professional

sport creates many opportunities for her to experience a loss of control. Juggling job insecurity, frequent relocation, unusual and extreme hours, her husband's performance, and the public nature of her husband's work is at the foundation of the sport career, and yet she is powerless to control any of this (Cronson & Mitchell, 1987; Dixon et al.; Gmelch & San Antonio, 2001, Ortiz, 2002).

Wives' Career Choices

With consistent travel and job relocation based on player trades, team cuts, and unexpected injuries, the wives of professional athletes frequently find themselves in new locations far from their trusted families and friends. These circumstances often result in the sport wife sacrificing her own career and interests in response to the demands of the sport industry (Gmelch & San Antonio, 2001; Mitchell & Cronson, 1987; Ortiz, 1997; S. M. Thompson, 1999). The sometimes-constant relocation makes obtaining and maintaining her own career difficult and often requires the wife to choose between her own career and her family (Roderick, 2012). Simonetto (2019) finds that the majority of sport wives had their own career aspirations outside of the home; however, as Gmelch and San Antonio note, to support their husbands in their athletic quests, many wives forgo or delay their own career aspirations for the sake of their husbands. One exception is when the wife needs to work for supplemental income while the husband is playing in the minors or training. Even in cases such as this, a career of convenience for the family and scheduling purposes takes precedence over a career preference. Gmelch and San Antonio state, however, that these familial arrangements that revolve around the sport career lead to the wife's mental, physical, and emotional commitment to her husband's sport career. As this intense commitment transpires, the sport wife begins to find an identity and dependency on her husband and his career, as it has now shaped almost all aspects of her life, including her

home, family relationships, her schedule, work experiences, and her social life (Gmelch & San Antonio; Ortiz, 2002).

The Replication of Sport Wife Stereotypes

Despite the heavy personal, emotional, familial, and time investment provided by the sport wife, Gmelch and San Antonio (2001) ascertain that most sport fans hold a stereotype of sport wives that suggests that they are gold diggers and trophy wives. In her work with the wives of Canadian Football players, Simonetto (2019) stated that sport wives have to contend with stereotypes such as those that suggest they are “being gold diggers,” “do not have committed relationships,” or are “living glamorous lives” (p. 187, 189). Binns-Terrill (2012) notes that sport wives themselves hold a belief that suggests that there “are those sorts of women” in the league, but are grateful for the non-stereotypical women they have on their team (p. 265).

These common representations and stereotypes of the sport wife dominated tabloids and popular media during the 2006 World Cup. The stories involved the wives and partners of the England soccer team players. The team was criticized for its penalty-filled loss, and their wives and girlfriends were highly scrutinized and also blamed for the unexpected loss (Kimble, 2016). The players’ wives and female partners were accused of contributing to the team’s downfall by distracting their athlete partners from the game with their alleged diva-like antics, including public partying, excessive shopping, and growing publicly enraged when asked to condense carry-on baggage (Kimble). The public scrutiny of the women led to the development of the now-popular acronym, WAGS, which refers to wives and girlfriends in sports (Victor & Dalzell, 2007).

These common perceptions of sport wives have been replicated in popular culture through numerous articles and independent websites that are available solely for the purpose of

discussing, rating, and exploiting the physical appearances of professional athlete wives, as well as the celebrity lifestyle. For example, a search for “professional athlete wives” on a public Internet search engine, yielded the following top results: “The Hottest Athletes Wives and Girlfriends,” “30 Hottest Athlete’s Wives and Girlfriends,” “The Wonderful Wives and Girlfriends of Pro Athletes,” “The Hottest Wives of Professional Athletes (Video),” “Inside the Lives of Rich Wives of Athletes (Video),” “Wives of Famous Athletes so HOT it Will Make You Sweat (Video),” “Pictures of the Steamiest Wives of Athletes,” “23 Brilliant and Beautiful Wives and Girlfriends of NFL Players,” “Check Out the Most Famous Pro Athletes’ Wives and Girlfriends,” and “25 Athletes With Seriously Smokin’ Wives.” Additionally, independent websites, such as playerwives.com, fabwags.com, and playerwags.com” discuss and reproduce social media posts that originated with the wives and girlfriends of athletes and coaches in the NFL, MLB, NBA, National Hockey League (NHL), Golf, NASCAR, international soccer leagues, and more. Monica Brown, Grammy-winning artist and wife of NBA player Shannon Brown, explains these misrepresentations, saying,

There have been a lot of different ideals of what it’s like [to be a sport wife]. And I think the realism that we do what every other mom, wife, family member does is important to explore because you only see one side of it when you look at social media or some of the [sport wife] television shows. I think it’s really a misrepresentation to some compacity. You can look at us and realize we are all different but what we share is a love for first *the person*, they just happen to play sports. It is something very different. It changes the dynamic, but it doesn’t change that we are just everyday people and women. (“NBA Open Court,” 2018, 2:01)

Social Isolation and Playing by the Rules

Regardless of the public perception of the sport wife, living in a marriage that is transient and public has been found to lead to loneliness and isolation for the sport wife (Gmelch & San Antonio, 2001; Mitchell & Cronson, 1987; Ortiz, 1997; S. M. Thompson, 1999). With the loss or delay of their careers, and the frequency with which they have to relocate, sport wives struggle to find consistent social groups. While their husbands find instant social circles among their teammates when the family relocates, the precarious nature of the career makes it difficult for the sport wives to find and keep support systems, which intensifies the feelings of loneliness among the wives (Gmelch & San Antonio; Ortiz). Jada Paul, wife of Chris Paul, has stated that it can be difficult to connect with other sport wives and to maintain relationships because there is often so much turn-over with trades and moves (“NBA Open Court,” 2018).

Additionally, the rarity of the sport marriage increases the sense of loneliness, as the sport wife is “isolated by her belief that few understand the special difficulties of her marital situation, and she fears that friends, neighbors, or outsiders will take advantage of her, reveal private details about her marriage, or perhaps even try to disrupt her family” (Ortiz, 2004, p. 472). This distrust also extends to fans, groupies, and other women whom the sport wives may distrust out of fear that they and their families will be taken advantage of because of the outsider’s own desire for vicarious importance or interest in gaining social significance through a connection with successful men (Thompson, 1990). S. M. Thompson (1999) says of NHL hockey wives, “They wanted to have friends [...] who did not just want to be their friends because of the celebrity. They were well aware that celebrity easily attracts pseudo-friends and hangers-on who may just want to use them for contacts, to obtain tickets, or to suggest ways to invest or spend their discretionary income” (p. 182).

Along with feeling lonely socially, the wives experience long stints of time alone in their marriages, as their husbands' travel, practices, and games schedules leave very little time for the marriage. Although sport wives may have access to other players' wives, they still experience social isolation. Ortiz (1997) states that they operate via the unwritten rules of the 'wife code.' In his three-year ethnographic study of 47 professional sport wives, Ortiz found that the wives experienced a socialization into the role and expectation as an "outsider" in her husband's career. According to Ortiz, "This code of conduct is shaped by shared definitions of appropriate male or teammate interaction, as well as expectations, and by an acknowledgment of the sexual dalliances of married teammates" (p. 226). Through this unwritten rulebook, wives are kept "under control" through the enforcement and various social strategies of the husband and his teammates. Cookie Johnson, wife of Magic Johnson, describes the first experience she had with the 'wife code rules' when her husband arrived to play in Los Angeles. The wife of then-Lakers coach, Pat Riley, Chris Riley led a group for the NBA team wives and made explicit rules regarding their roles. Johnson states,

I would come to the games late sometimes, and one day [Chris] pulled me aside and said 'Cookie. We're very serious about our game here. And our ladies, they support their husbands, ya know they support them... ya know playoffs are coming and you know when the playoffs come, I expect you in your seat, on time.' [She let me know] you had to be in your seat at tipoff because she said, 'you don't want them wondering where you are or what you're doing and when you're up moving around... they need to focus.' And I said, ookk. ("NBA Open Court," 2018, 8:38)

As indicated in Johnson's story, a major motivation behind the creation of the wife code was to preserve the masculine-dominated team chemistry and social environment in which the males' career preservation triumphs while the women understand and accept that they are expected to not cause any discourse with each other or the teammates, lest it could filter into the locker room and thus the sport career (Ortiz). Ortiz clarifies, however, that the wives of team stars and veteran athletes who are secure in their careers have a bit more freedom to challenge the wife code, as their husbands' athletic performances and likenesses will outweigh the wives' conduct. Additionally, Ortiz explains that the wives of athletes who are on short-term or non-guaranteed contracts may fear that their husbands' positions on their respective teams are expendable, so these women's conformity to the unwritten rules is reinforced out of fear that any dissension will cause issues and could to possible terminations of their husbands' contracts.

The wife code is enforced most explicitly when wives travel with the team for the sport career. Different teams have varying regulations regarding the wives traveling with the team, as some teams see the wives as means of stability for their husbands at home, and some teams blame the wives' attendance for losses at away games (Ortiz, 1997; S. M. Thompson, 1999). Ortiz observes that the wives who do occasionally travel with the teams are typically younger and do not have children, while the older wives and those with families tend to stay home during the husbands' travel. While there are teams that do allow for wives to travel occasionally, but the wives report feeling as though they are seen as second-class citizens in a masculine-dominated environment, as the husbands feel tension that stems from feeling as though they have to demonstrate loyalty to both teammates and wives. Ortiz argues that these socially constructed rules encourage female conformity to male dominance in a culture that accepts, hides, and at times, encourages adulteress behavior. For instance, Ortiz explains that if a wife discovers an

adulteress locker-room secret, her acceptance into the group, as well as her husband's status on the team, relies upon her willingness to keep those secrets from others.

These socially constructed rules are also enforced predominantly according to the hierarchy of the women, which is based on a number of factors, including the stability of the husbands' careers, which is in turn dependent on years played, salary level, husband's draft pick round, and the visibility of husband's position (Binns-Terrill, 2012; Ortiz, 1997). For example, quarterbacks, running backs, and wide receivers receive the most visibility within the game of football. Binns-Terrill also observed a difference in wife inclusion based on the relationship status of the player and the woman. Binns-Terrill states from her own experience, "I learned that engagement and marriage are important for an NFL wife's visibility and social status" (p. 258). She explains that in order to be accepted as a valid member of the NFL wives' social network, to be seen as "one of them," engagement and marriage are important and serve as an identifier for acceptance. Binns-Terrill explains that the women with other relationship statuses are not as accepted by the wives because of the instability of the relationships and the women's concerns about managing a relationship with the ex-girlfriend of a teammate. In some cases, though, Binns-Terrill clarifies that non-wives can be accepted into the group with other validation indicators such as a current, influential wife taking a liking to the non-wife and including her in the group, having children, and having a Christian faith.

For the sake of their husbands' careers, the women accept and comply with these rules, even though most privately resent them. Prioritizing their husbands and their husbands' careers over close relationships with others on the team continues to make the wives feel socially isolated (Ortiz, 1997). Binns-Terrill (2012) positively discusses this concept in her observation of censored speech among the wives in relation to the topic of players' performances and the game.

She stated that because the players' performances are for public consumption and will be discussed in the public forums, wives are careful to not discuss other players or their performances so as to avoid hurting other wives' feelings.

Feeling Invisible and Negotiating Identities

Along with social isolation, sport wife researchers have identified the common occurrence of sport wives feeling invisible, both personally and in their work in the sport career (Gmelch & San Antonio, 2001; Ortiz, 2002; Roderick, 2012). Sport wives have discussed being unacknowledged, ignored, and misrepresented with regard to their work in the sport career. Jada Paul, wife of NBA player Chris Paul, explains in one of her first public interviews that she has “spent the majority of [Chris’] career in the background” and she was looking forward to talking openly about her experiences (“NBA Open Court,” 2018). At the time of the interview, Jada was referring to the previous 13 years she had spent mostly silent in the public career. Additionally, sport wives experience a sense of invisibility socially, as some sport wives have reported feeling as though they were unable to talk to their husbands’ teammates unless they were spoken to first. The wives have also noted that fans tend to disregard them and their families (Ortiz, 1997). Many report the phenomena of only being known under their husbands’ names or as only their husbands’ wives (e.g., Mrs. Lebron James, Lebron James’ wife) (Binns-Terrill, 2012; Gmelch & San Antonio).

Some wives have discussed the irritation they feel when people approach their families in public and only acknowledge the husband or only acknowledge the wife in order to ask her to take a picture of the fan and the husband. Some wives resent being expected to also act as photographers and publicists for their husbands and their husbands’ fans (Gmelch & San Antonio, 2001). While these are unfortunate experiences for sport wives, the women in these

career-dominated marriages soon realize that the sport and its demands will always come first, and the women and their families will become subordinate to the athlete-husbands' careers (Ortiz, 2006).

Ortiz (2001) further describes this type of career-dominated marriage as one that requires the sport wife to "support and defer to the high-profile, high-status, high-salaried, and high-stress occupations of their husbands" (p. 199). Simonetto (2019) states that sport wives' identity negotiation is necessary to not only dispel negative stereotypes but to also position themselves as a part of the team through their work and commitments to the sport career. The researcher argues that by providing disclaimers to prove that she is not the stereotypical sport wife, she works to combat the image others may have of her based on these stereotypes. Additionally, Simonetto observed that sport wives then provide experiences in which they position themselves as "teammates" in the sport careers by managing the home and frequent relocations, and offer help and support when husbands are injured, and participating in the husbands' successes. Binns-Terrill (2012) also noted that many sport wives often use collective pronouns to describe their experience in sport. By using phrases such as "when we were playing" or "when we were cut," Binns-Terrill argues that the sport wives are positioning themselves within a shared identity with their husbands in the work of the sport career.

Part II: The Intersection of Gender, Sport, and Media

Gender Roles in Sport

More so than most industries, the sport industry actively participates in the development and production of the gender binary and segregation – male vs. female – and the gender roles attached to each (Coakley, 2015). In the most basic act of segregating sports into a men's and a women's league (i.e., NBA and WNBA, respectively), the industry acts in accordance with the

assumed notion that gender is a dichotomous concept – that is, that all peoples are either one or the other. Not in any other industry is there an explicitly stated and accepted segregation of genders in their work. This gender dichotomy is often normalized by placing each gender on opposite ends of the spectrum (Whiteside & Hardin, 2015), indicating that the genders are vastly different from one another and are associated with different roles and expectations of abilities. By structuring the industry via this gender dichotomy, the sport industry continues to reproduce the gender ideologies socialized through cultural expectations of what it means to be a man and what it means to be a woman.

Research has shown that sport is dominated by male-gendered, hegemonic masculinity-based ideals (Coakley, 2015; Gmelch & San Antonio, 2001; Pedersen, Laucella, Kian, & Geurin 2017), which celebrates the idealized form of masculinity through the visibility of strength and power of the athletes, the “glorification of athletes who play through pain,” and the privileges and benefits offered to the men within sports (Whiteside & Hardin, 2015, p. 149). The importance of physicality and aggression in some sports, such as football, soccer, and boxing, and the hypermasculinity that accompanies these traits continues to elevate the hegemonic cultural ideals, as male athletes are rewarded with a higher status, social power, and greater financial inducements compared to women in sports (Welch, 1997). These hegemonic masculinity frameworks “function to normalize women’s inferiority and continually provide the justification for their (accepted) marginalization” (Whiteside & Hardin, p. 149).

In an industry that has been defined as being male-dominate, male-identified, and male-centered, gender within sport underscores the complex relationship between the way people think about sport and the way people think about masculinity, femininity, and other aspects of gender in culture and society (Coakley, 2015). Sabo and Veliz (2008) find that gender is one of

the top three indicators of early success within sports, along with race/ethnicity and socioeconomic status. Even at the most basic level of child's play, gender has been found to influence a child's attitude about a toy (Chudacoff, 2007). Gender also influences attitudes within sports. Sabo and Veliz find that "boys tend to overestimate their interest in sports, whereas girls lean toward underestimating their athletic interests" (p. 3).

Because of the male-dominated and masculine-related nature of sport, historically, women were often criticized or not accepted into sport through exclusion and discrimination. However, in the early 20th century, women "began to overcome some barriers and claimed spaces in the 'grace and beauty sports' of figure skating and gymnastics" (Coakley, 2015, p. 185). Eventually, women made their way to golf, tennis, and even track and field, but as women sport participation grew, "girls and women chose to call themselves 'ladies' when they played sports prior to the 1980s" to avoid being labeled invaders of the male-dominated space (p. 187). Women's sports have continued to develop, as "female athletes today use a 'reformed apologetic' that involves proudly expressing their assertiveness, toughness, and rightful play in sport at the same time that they communicate their femininity through clothes, makeup, accessories and posing with and without clothes in magazines" (p. 187). Along with the other obstacles female athletes face, a plethora of studies have shown that gender framing in sport media runs rampant. Studies have shown that "women athletes tend to be framed within traditionally feminine physical and emotional characteristics, namely as being small, weak, emotionally unstable, and dependent upon others, all of which situate them as no threat to the traditional gender order and as emotionally and physically weaker than men" (Bernstein & Kian, 2013, p. 321). Gender in sport media is discussed more in depth later in the chapter.

Despite the inequalities that remain within the social organization of sport, the government legislation mandating equal rights for women has dramatically changed and improved the opportunities for women to participate in sport. In 1972, the U.S. Congress passed Title IX of the Educational Amendments, which instituted a law stating that gender could not be used to exclude someone from participating in or benefitting from educational program, which ultimately extended to sport. While the controversy around this law was great, the impact of the legislation on women's sport is undeniable. As detailed by Coakley (2015), because of Title IX, female athlete participation in high school grew by more than 1,000%, and women participating in collegiate athletics grew by 600%. Coakley explains that, "Instead of 1 of every 27 high school girls playing on teams, today 1 in 3 play on teams" (p. 196).

Although sport participation cultivates empowerment in girls and women, the institution of sport continues to be gendered in ways that reiterate notions regarding heterosexual male power (Coakley, 2015; Hardin & Greer, 2009). "A clear example of this is that men control much of the power in women's sports, whereas women control practically no power in men's sports," and until this gendered organization of sport is changed, women will not have the opportunity of equal power in many aspects of sport life (Coakley, pp.194-195). Additionally, women athletes and the expectations regarding their familial roles vary greatly from those of male athletes. In her research on professional tennis families, S. M. Thompson (1999) finds that when women wanted to pursue careers in tennis, they were encouraged to do so only if they were also able to simultaneously meet the needs of the family. On the contrary, she notes that male tennis players pursued the sport with the assumption that the family would adapt to the sport as it was necessary. Where male tennis players had their laundry washed and meals prepped for them,

Thompson observed that women players were expected to do these tasks as a part of their domestic duties.

Most notably, though, was the impact of the childcare expectations on the player's sport career. While the male's time spent on practicing tennis served as a reason to relinquish childcare and parenting duties to another, S. M. Thompson (1999) finds that such was not the case for the women players. Within the study, all players who were also mothers expressed that their ability to bring the child to practice was one of the most important factors in allowing them to continue in their pursuits of the sport, as all of the female players help to facilitate each other's play by co-mothering when needed. Per Thompson, the women players described how they would hold each other's crying babies and play with each other's children and tend to their other needs as well during the mother's turn at practice. According to Thompson, the female players' ability to bring their children to events or to secure reasonable babysitters was the factor that most determined whether the women's participation in the sport, whereas for the men players, childcare concerns were irrelevant to their decisions to play. The only mother-athletes who spoke of a shared childcare arrangement with their husbands were those whose husbands were also players. Women whose husbands were not athletes scheduled their practices for times when they could bring their children or during times when the children were in school.

While the difference in gender expectations between male and female athletes is apparent, non-athlete women have also served sport in ways that are suggestive of traditional gender roles. Women's roles in sport have largely been defined by their labor and unpaid work in sport for its reproduction and maintenance of the institution. Thompson (1990) argues that sport encourages gender relations that elevate men and oppress women. She states, "This occurs through a complex matrix of pressures exerted on women through the ideology and practices of

motherhood and wifehood, plus the exploitation of women's labour and sexuality beyond the immediate domestic environment” (p. 137).

Within motherhood, women often service their children's sport involvement at the expense of their own sport or leisure activities (Thompson, 1990). Thompson has found that women service the sport and their family's athletic interests via schedule management and by resolving issues with conflicting events, transporting people and equipment on long and frequent trips, providing emotional support and encouragement, providing nutrition to ensure the athlete is healthy, and doing immeasurable loads of laundry to ensure uniforms and gear are ready for the next sport event. If the woman's work were compared to the paid work of an athletic team, the woman would serve as the director of operations, equipment manager, team chef, bus driver, sport psychologist, personal cheerleader, and team maid wrapped up in one. Thompson noted that what others do as an occupation, mothers do for free and at the sacrifice of their own career and sport involvement.

Sport wives and gendered division of labor. At the intersection of the “greedy institution” and gender expectations in sport is the separationist mentality, which suggests that work and home do not intersect, and each role is attached to a gender (Dixon et al., 2006). In their work on gender equity in the workplace, Rapoport, Bailyn, Fletcher, and Pruitt (2002) describe the evolution of the industrialized societies that developed and normalized the separation of the paid work and domestic space. The scholars explain that as men left the home to do paid work, home life became increasingly perceived as something intended for purposes of consumption, not for production, which had previously been the case. The Great Depression brought an increased need for paid work and ultimately devalued the work done within the home.

With the baby boom following World War II, Rapoport and colleagues further explain that families grew and thus the expectation for the men to provide financially for their families grew.

In addition, Risman (1999) argues that as a social structure, gender works to organize our life, allowing us to make sense of the social world through the cultural context of gender and gender expectations. As Rapoport and colleagues (2002) indicate, and as Risman reiterates, these assumptions and learned gendered expectations have also led to the organization of our work life and our families. Dixon et al., (2006) argue that the sport industry, evidence of the gendered organization in work and family, including the career-dominated marriage, is displayed via the separationist career model. In these sport career models, the industry is structured such that it expects the male worker (the athlete) to invest all of his time to the paid work of sport while the woman (the athlete's wife) is confronted with the obligation to be the sole caretaker of the domestic duties because of the demands associated with her husband's career. For example, if a sport practice is conducted in the evening, there is the expectation that the coach and the athletes will attend practice or otherwise experience negative consequences. However, this also assumes that the coach and athletes are not spending the evening – during dinner, family time, children's school activities, bath time, bedtime – at home with their wives and children. If the coaches or athletes have children who are young enough that they require adult care, this also assumes that since the father-athlete is not home, someone else must care for the children while he is gone. And thus, the sport wife's involvement in the sport career manifests through necessity through scheduling conflicts deemed appropriate by the sport industry.

On the contrary, if there were scheduling conflicts for the sport wife because, say, she had a work-related event for her own career, there would be no negotiating for the husband to care for the children. Rather, the couple would need hired childcare to do what the industry has

deemed “her” job. In these ways, sport wives are handcuffed to the expectations of the sport career and are expected to invest in careers that are not their own, while they are also expected to delay and sacrifice their own career and personal successes (Binns-Terrill, 2012; Gmelch & San Antonio, 2001; Roderick, 2012). The aforementioned example regarding the night practice provides an example of what Rapoport and colleagues (2002) consider a separation rooted in the underlying assumption that each social sphere is gendered – the “masculine sphere of paid work and the feminine domestic sphere” (p. 22). Thompson (1990) further argues that assumptions regarding women providing unpaid and services lead to the marginalization and exploitation of the women whom participate in the sport career. She states further that as industry and social structures continue to justify these assumptions, women’s unpaid work ultimately yields benefits for the privileged, paid, working men, while further exploiting the unpaid, unrecognized, and marginalized women.

In the case of sport wives in professional sport, this acceptance of marginalization is indicated via their active participation in caring for the athlete and the family, and in facilitating all unpaid domestic duties, relieving the athlete of the mental and actual responsibilities associated with the family. This serves to encourage the perpetuation of the woman’s own marginalization and the gender ideology associated with the domestic wife (Binns-Terrill, 2012; Gmelch & San Antonio, 2001; Rapoport et al., 2002). As previously discussed, wives of professional athletes and coaches also service the sport industry through their unpaid, gender work (Dixon et al., 2006; Ortiz, 1997; Roderick, 2012), which is devalued by society, which in turn leads to women being viewed as inferior to men (Hochschild, 2012). However, despite their work aligning with gender stereotypes and being highly devalued by society, sport wives justify their work by negotiating their respective identities within their relationships and the sport

career, ultimately complying with and accepting their marginalization (Binns-Terrill; Hochschild; Simonetto, 2019).

The dichotomy of the sport industry's separationist model of work-family is one that forces the involvement of another person – typically the wife – to invest in the industry, but only within the accepted “pattern of powerful patriarchal-based gender relations which has them servicing male interests and male hegemonic power in sport” (Thompson, 1990, p. 141). The dichotomy of this phenomenon, of course, is that sport not only forces *separation* of sport and family, but it also forces the *dependency* of sport on the family.

Sport wives care work in the two-person career. Dixon and colleagues (2006) state, “[Sport] wives, if existent, would be expected to view their role as supportive, doing all they can to assist their husbands in reaching their goals and removing all distractions, such as moving, raising children, and paying bills, from his realm of responsibility” (p. 84). Additionally, Ciciolla and Luthar (2019) find that partnered mothers shoulder the mental and emotional labor within the home more so than their male partners, and this emotional work ultimately leads to a strain on the woman's wellbeing and dissatisfaction with the relationship with her partner. Furthermore, Thompson (1990) discusses women's care work in the sport career, saying, “Women service the institution of sport [...] through a complex matrix of pressures exerted on women through the ideology and practices of motherhood and wifhood, plus the exploitation of women's labour and sexuality beyond the immediate domestic environment” (p. 137).

Following her care-focused ethnographic study, Korth (2003) explains that she realized that “caring interactions were importantly connected to the negotiation and coordination of individuation and group solidarity” (p. 487). The same is true within the sport career and marriage, as the sport wife serves those around her through her care work, as she negotiates and

coordinates her position and role in the family, in the career, and as an individual. This is similar to what Ortiz (2002) describes as the negotiating wives do to find control and power over their own lives and identities in a hegemonic, masculine-dominate industry that strips them of both. This feeling of powerlessness leads to the negotiations of identity and coordination of roles as the wife seeks inclusion in the only way she is accepted within the industry – through her care work for her husband and others in the sport career (Binns-Terrill, 2012). Ortiz (2016) finds the presence of wives' justification of care work by framing the sport success in a way that communicates, 'he wouldn't have achieved what he did without me.'

Through these two constructs, a collective identity and care for others, the sport wife organizes her life and relationships to fit within the social structure of the sport industry (Binns-Terrill, 2012; Simonetto, 2019). While these constructs serve as a validation point for inclusion in the industry, they simultaneously limit the wife to roles that are undervalued and marginalized. In this way, women in the two-person sport career are restricted in their inclusion and exploited for their work to support the sport industry. As noted previously, Sprague (2005) argues that gender is used as a means of organizing our lives and social roles and as a means of developing a sense of self and other; however, social constructs associated with the sport career lead women in the sport career to seek and develop a sense of self *through* others via their collective identity and the care work they do for those around them.

The research has clearly shown that in the hegemonic masculinity-based industry of sport (Coakley, 2015; Gmelch & San Antonio, 2001; Pedersen et al., 2017), professional sport wives have experienced disparities resulting from the two-person career and their own involvement in the reproduction of gender role stereotypes (S. M. Thompson, 1999; Simonetto, 2019). As discussed previously, stereotypes of sport wives are a common source of tension in the identity

of sport wives (Binns-Terrill, 2012; Simonetto; Thompson, 1990); however, research has yet to examine the framing of women in the complementary role of the sport career portrayed in the media and ultimately perceived to the public. Given that sport is dominated by hegemonic masculinity, perhaps looking at the framing of other women in sports could provide insight as to how the media generally perceives women in sport.

Gender in Media

Gender in sport communication. Previous scholarship has found that women in sport are often framed and discussed differently in sport media than their male counterparts (Coakley, 2015; Cooky, Wachs, Messner, & Dworkin, 2010; Cranmer, Brann, & Bowman, 2014; Pedersen et al., 2017). Whiteside and Hardin (2015) state, “Regarding hegemonic masculinity in sports journalism, overtly sexist discourse still occurs; such discourse invites viewers to consider women not as capable and professional figures in sports but as sexual objects, and, more generally, reasserts men as the rightful embodiment of athleticism” (p. 149). It has also been found that women acting within the primary role of sport careers (rather than the complimentary one) have also experienced disparities (Hardin & Whiteside, 2012; Whiteside & Hardin), along with being trivialized, sexualized, and silenced in sport media (Cooky et al.; Kim & Sagas, 2014; Pedersen et al.).

Studies have found that women athletes receive biased coverage and overall less coverage when compared to men in sports (Pedersen et al., 2017). Women athletes on average only receive 2% to 4% of media coverage even though they make up 40% of athletes, indicating a large disparity and under representation for women in sport (LaVoi, Kane, & Lough 2019). Additionally, while male athletes are often discussed and framed by the sport media in terms of their sport, mental toughness, and athletic abilities, women athletes are often discussed and

framed in ways that refer to their appearances, their heterosexuality, their roles within their family, such as a wife or a mother, and in ways that sexualize their bodies (Knight & Giuliano, 2002; LaVoi et al.). This research reveals the disparities women in sport experience as shown in sport media, which emphasizes the masculinity hierarchy that dominates sport. Clayton and Harris (2004) discuss the reproduction of hegemonic masculinity ideals throughout sport media, stating, “The position of women in the football media, and indeed in mediasport as a whole, may complement the deep-seated structure of hegemonic masculinity” (p. 321), which protects the long-standing gender hierarchy and stereotypes.

Marriage and gender in the media. Over the past few decades, the narrative of femininity and women’s roles in the workplace has drastically changed in pop culture. The media has shown female success as if this is the girl-power century, and it has elevated women and female characters such as “*Frozen*, *Girls*, *The Hunger Games*, *The Girl with the Dragon Tattoo*, Olivia Pope, Lady Gaga, and Michelle Obama” (Ames & Burcon, 2016, p. 1). However, Ames and Burcon argue that while women now represent half of the workforce, the pay gap is still prevalent, and only a small percent of women are in leadership while the majority of women work in the same service-based positions that they have for decades. Additionally, the authors argue that this misrepresentation of female success in the media is ultimately having a negative effect on the gender indoctrination of women, as the self-help movement has continued to reproduce, and this perpetuate gender stereotypes. Pop culture claims that the solution that will permit all women to realize their perceived dreams is in finding the right man, finding the perfect wedding dress, having the perfect wedding, being the ideal wife, the Pinterest mom, and the MILF, and Ames and Burcon suggest that in doing this, the media continue to generate gender stereotypes based on a middle-class, white, heterosexual experience.

There is no shortage of advice in America on finding a mate, planning a wedding, or finding love in general. With a culture that produces numerous reality shows on dating and marriage in unusual circumstances, it should perhaps be assumed that what constitutes love and family will continue to evolve in accordance with these media portrayals of both. For example, in ABC's *The Bachelor/The Bachelorette*, one single hopeful dates 30 adoring suitors in a survive-and-advance context until the leading lady or gentlemen chooses a final person to date. While the majority of seasons end with a proposal, the speed-dating structure of the show greatly resembles the culture promoted via the popular dating app Tinder, which allows users to view other users' pictures and quickly swipe left or right depending on whether they would like to further connect with the stranger.

The difference, however, between the gendered presentations and expectations on the reality dating television shows are undeniable. For example, the most recent season of *The Bachelor* featured former professional athlete Colton Underwood, who received much attention when he revealed that he was a virgin. His virginity then became one of the main topics of the show, while viewers and female show contestants were constantly urging him to be sexually intimate. His sex life, or lack thereof, became the topic of conversation and the brunt of jokes on talk shows and late-night comedy shows. However, in a blatant demonstration of the gender-based double standard, 2015's *Bachelorette* Kaitlyn Bristow received considerable negative attention when she chose to have sex with one of the show's contestants. Ames and Burcon (2016) note that most of the over 70,000 tweets posted in the 24 hours after the show aired were negative regarding Bristow's actions; posts included "judgement quips and derogatory terms" (p. 58) that focused on female promiscuity and served to attack Bristow's sexuality.

Along with reality show characterizations of gender and relationships in the media, public marriage scandals and deviant behaviors are also subject to intense scrutiny. Among scandals in politics, the entertainment careers in Hollywood, and professional athletes, deviant behavior is often the subject of media coverage, as are the individuals involved in the scandals. For example, President Bill Clinton's affair during his time in office was highly publicized, and both his mistress and his wife were heavily criticized. Among other things, Monica Lewinsky was labeled an adulterer for her involvement in the affair, while Clinton's wife, Hilary Clinton, received criticism for supporting her husband and remaining in the marriage. H. Mandell (2017) discusses the perceptions of couples based on political wives' representations at press conferences aimed at addressing the husbands' sexually deviant behaviors. When New York Governor Elliot Spitzer was caught entangled in a prostitution ring in 2008, he held a press conference to announce his resignation and apologies. His then-wife, Silda Spitzer, stood silently and stoically next to her husband, which, Mandell notes, garnered much media attention and speculation regarding how she was dealing with the controversy.

Similarly, South Carolina Governor Mark Sanford held a press conference to admit to taking a private vacation with his mistress, despite reports he had previously made to the press about the trip. H. Mandell (2017) states that Sanford's wife, Jenny Sanford, was one of the first political wives to not attend or publicly support her husband, revealing a different, more assertive personality for a political wife. Huma Abedin took a different approach than the other wives when her husband, Congressman and NYC Mayoral Candidate Anthony Weiner was exposed as having engaged in sexually deviant behavior. Weiner held a press conference regarding the sexually explicit conversations and pictures of his genitals he sent via social media platforms and apologized for his actions. Mandell notes that Huma Abedin made a short statement at the press

conference in which she acknowledged the deceitfulness of her husband's actions, but after therapy and marital work, she stated that she had forgiven him.

Despite all three women later divorcing their husbands, H. Mandell (2017) has found that couples regarded the absence of Jenny Sanford and the emotional absence of Silda Spitzer as undesirable. Rather, as noted by Mandell, both husbands and wives agreed that if they were in a similar situation, they would rather a response similar to the one wherein Huma Abedin offered her support to her husband but publicly rejected his behavior. The point here is not the couples' reactions, but rather, the media attention given to the scandals associated with public marriages and the subsequent criticisms the husbands and wives receive amidst the scandals.

Public marital scandals, of course, are not reserved for politicians. Professional athletes have also experienced a considerable public scrutiny for their deviant behaviors, as have their wives in response to the scandals. Ames and Burcon (2016) note that when the philandering behavior of Tiger Woods was publicized in 2009, the world was shocked to hear that despite being married to Elin Nordegren, the golfer had had multiple extramarital affairs. The Woods' once wholesome family image was shattered when the details of the affairs were revealed, resulting in Woods losing his sponsorships and endorsement deals.

While Woods has continued to play his sport, Ray Rice, former Baltimore Ravens running back, was dropped completely from the NFL after a 2014 surveillance video showed him punching his then-fiancé, Janay Palmer, into unconsciousness. This infamous video led to a nation-wide discussion regarding domestic abuse and, amid public outrage, prompted the NFL, NBA, and MLB to implement or update league sanctioned policies regarding domestic abuse (Skrbina, 2018). However, while the incident sparked a public discussion about the consequences of domestic violence, deviant behavior in the domestic relationship also allows for

heavy criticism of the women involved. Online debates regarding whether or not Palmer should remain in the relationship with Rice generated controversy that spanned both sides of the argument and even led to a #WhyIStayed hashtag to encourage women to discuss their experience with domestic violence (Ames & Burcon, 2016). Rice lost his football career as a result of the incident but married Palmer shortly thereafter, which reignited negative commentary regarding the couple and Palmer's decision to remain in the relationship. Ames and Burcon describe this incident as a current example of many public marital controversies "that has seemed to give the public permission to provide a running commentary concerning the real-life domestic troubles of men and women who happen to live out part of their lives in the limelight" (p. 105).

Power couples. Contrary to the traditional gender representation are the media's assignment and coverage of "power couples." The term "power couple" is used to denote a romantic relationship between two individuals who have both been successful in their respective public careers (Cobb & Ewin, 2015). Aside from the marriages portrayed in fictional pop culture, marriages of celebrities and other widely-known individuals are commonly found throughout the media. These public marriages portrayed in the media are often subject to intense scrutiny, as are the husband and wife in the relationship and their perceived roles within it. For example, when Jennifer Anniston and Brad Pitt began dating in the late 1990s and tied the knot in 2000, the pair was considered Hollywood's premiere couple. The couple ultimately split in 2005 amid tabloid rumors of an affair between Brad and his movie co-star, Angelina Jolie. Brad and Angelina were affectionately nicknamed "Brangelina" by former People magazine editor Larry Hackett the same year (Diaz, 2016). The couple's relationship continued to grow and became solidified in the media when Forbes referred to it as one of the most powerful couples in the world ("The World's Most," n.d.). With the addition of adopted and biological children, the couple eventually

married in 2014 and divorced only two years later. Tabloids and media provided extensive coverage of the relationships, parenthood, rumors of scorned feelings between the previous lovers, and more. When Jennifer Anniston announced her divorce from her new husband, rumors and media coverage continued as Jennifer and Brad were speculated to have reignited a relationship.

These types of power couples and the scrutiny attached to them are common among the media. The power couple nicknamed “Bennifer,” which included Ben Affleck and Jennifer Lopez, entertainers Beyoncé and Jay-Z, the Obamas, and Meghan Markle and Prince Harry have all had their relationships scrutinized by the media. The recent trend of portmanteau, or the blending of two celebrity names, has led to a long list of names to represent the power couple relationships (Cobb & Ewin, 2015). Examples of this phenomenon include “Tomkat (Tom Cruise and Katie Holmes), Kimye (Kim Kardashian and Kanye West), Billary (Hillary and Bill Clinton), Speidi (Spencer Pratt and Heidi Montag) and the former Disney Channel alumni Zanessa (Zac Efron and Vanessa Hudgens)” (Cobb & Ewin, p. 15). Diaz (2015) argues that the blending names has mostly emphasized white, heterosexual relationships, and naming the couple tends to solidify the relationship status in the minds of the public, regardless of how the individuals who comprise the couple have labeled their own relationship.

Cobb and Ewin (2015) further argue that power couples reject the notion that suggests that celebrity is driven by individualism; rather, the influence of the individuals within power couple is much greater when the two people are paired together in their relationship. In addition, the couples given a blended name are effectively given what amounts to a marketing tool that permits the media to more readily boost interest in the couple, and that allows the individuals within the couple to more easily connect with fans and share love stories with just one word

(Diaz, 2015). Whether the couple has a blended name or is represented by a shared last name (e.g., the Obamas, the Clooneys, the Bechams), the collective name not only serves as a noun, but Diaz notes that it also serves as an adjective to describe the couple's traits or collective brand. For example, Diaz states that when Jerry O'Connell discussed his anniversary, and said, "I wish I had something sexy and all Brangelina to tell you where we're going to go flying" (p. 285), he was referencing Brangelina as a way to refer to the spontaneous and lavish travel for which the couple was known.

The concept of relationship and family branding operates via the notion that the people involved in the given relationship are better together than apart (Parmentier, 2011). Using the Beckhams as a case study, Parmentier researched the ways in which the couple developed their collective brand to become one of the most elite power couples, representing the 'happily ever after' ideal of western culture (Ewen, 2015). As a member of the former girl-band, Spice Girls, Victoria Beckham and former professional soccer-player David Beckham make up a collective global brand that has expanded to include their children (Diaz, 2015). The Beckhams embody the essence of a power couple, using the notoriety of their previous careers to launch their collective identity, and then using their collective identity to launch new careers. Parmentier found that two interrelated concepts lead to the strength of a family brand – brand distinctiveness and brand visibility. Brand distinctiveness is "specified by specifically crafting a compelling family brand biography and providing market-relevant family persona clues" (p. 222). Additionally, Parmentier listed brand visibility to include both "taking opportunities to make the family brand familiar and making opportunities to make the family brand familiar" (p. 222). The main strategy Parmentier cited for "making opportunities to make the family brand familiar" revolved around

the couple's social media accounts and the narratives they each created to share more information about themselves, their relationship, and their family.

Although the Beckhams have an international following, they are not the only power couple in professional sport. Other couples include NFL quarterback Tom Brady and his Supermodel wife Gisele Bundchen, NHL player Mike Fisher and his country music star wife Carrie Underwood, 14-time MLB All-Star Alex Rodriguez and his multi-industry entertainer fiancé Jennifer Lopez, and MLB pitcher Justin Verlander and his actress-model wife Kate Upton. The NBA has also seen its fair share of power couples, including Tony Parker and actress Eva Longoria (although, the couple is now divorced), Lamar Odom and Khloe Kardashian and then Tristan Thompson and Khloe Kardashian, and Carmelo Anthony and his actress-singer wife LaLa Anthony. While 10 current NBA wives have public careers, some couples have more identifiable family brands than others. The more identifiable power couples currently in the NBA include Dwayne Wade and his actress-wife Gabrielle Union, Steph Curry and his actress and celebrity chef wife Ayesha Curry, Damion Lee and Steph Curry's sister Sydel Curry-Lee, and Jrue Holiday and his professional soccer player wife Lauren Holiday.

Despite the presence of power couples in the NBA, their family brands and collective identities have yet to be the subject of scholarly research. At this point, it is unclear how a wife's public career and the couple's collective identity affect the couple's personal and family brands, and whether the concept of better together holds true among NBA power couples. In addition, it is unclear how the individuals who make up the couples use their individual social media accounts and whether their utilization includes strategies to further their respective brand effectiveness and visibility (Parmentier, 2011).

Sport wives in the media. Current and former wives and girlfriends of athletes have been featured on reality television shows such as the WAGS franchise on the E! television network, which includes spin-offs such as WAGS Miami and WAGS Atlanta, and VH1's Basketball Wives, Football Wives, Baller Wives, LaLa's Full Court Life, and The Game. Hockey Wives and Footballers Wives are also television shows developed and aired in Canada and Britain, respectively. The content of this genre of television shows serves as the Real Housewives-type of scripted conflict and misrepresentation of "reality" within the athletic career (Gammage, 2016). Gammage notes that while this mischaracterization has been found among all athletes' wives, a crucial variable that cannot go unnoticed in these instances is the role of race within these presentations. Additionally, the researcher has identified 13 reality television shows that starred several black women, three of which were sport-related shows, and a vast majority of the women portrayed were in other two-person careers. Among these reality shows, Gammage finds that 80% of the black women were framed as "hyper-aggressive, violent, and materialistic, despite the fact that 95% of the women had a career outside of reality television" (p. 75).

Among the most controversial of the shows are the sport wife-related *Basketball Wives* and *Basketball Wives LA*, which also represent the women as materialistic and hyper-sexual, and which suggest that the women use sexual interactions to receive financial support from the professional athletes (Gammage, 2016). The display of physical violence and sexuality among the women has led to increased attention, multiple spin-off shows with similar narratives of black sport wives or partners, and even apparel that features aggressive phrases used on the show. While women on these shows attempt to present their true and complete selves, they are subject to post-production editing, marketing, and descriptions of the show, which are written by the production company. Gammage (2016) calls attention to the written descriptions associated

with the third season of *Basketball Wives*; eight of the 11 descriptions focus on conflict and physical violence. The emphasis of these shows is found in the negative misrepresentations of athlete wives for public attention, increased ratings, and, ultimately, financial gain. As a result, Gammage argues that stereotypes and gender and race biases are perpetuated through the media, and the athlete wife is misrepresented to the public.

Sport wives have also been recognized and criticized through the media due to controversial comments they made that some interpreted as deviant or incongruous to their roles in their marriages and in the sport career. For example, the wife's use of social media tends to result in media attention that focuses on the wife, her husband, and his team, and for this, the woman has been publicly chastised. For example, Kaela Carpenter, wife of Bills kicker Dan Carpenter, was thrust into the media spotlight after posting a heated in-game tweet that some argued had a racist undertone (Hendricks, 2016). The post to her twitter account compared animal castration to a punishment her husband's opponent deserved after he hit the kicker unnecessarily hard. Her comment sparked criticism and a public discussion about the use of social media and underlying racist attitudes, which, as noted by Hendricks, ultimately led Carpenter to make a public apology.

Other women have been notably criticized for their reactions to their male professional athletes' careers. When LeBron James' mom began yelling during a game at Paul Pierce because of a hard foul, James was infamously caught yelling at her, "Sit your a** down!" (Cortes, 2016). The incident sparked questions from reporters, and James and Pierce both downplayed the situation. Pierce added, "Lebron had her under control" (as cited in Cortes). Cortes also discusses Allen Iverson's mother who, in 2002, also found herself catching media attention when she snapped back at reporters interviewing her about rumors regarding Iverson's marriage. Although,

luck may have been on her side, as her rant occurred prior to the pervasiveness of social media and its ability to force more media attention and public criticism. Miko Grimes, wife to NFL cornerback Brent Grimes, did not fare as well, as she was highly criticized when she tweeted her disdain for her husband's team quarterback (Cortes). Cortes also discusses Giselle Bundchen, wife of quarterback Tom Brady, and her criticism of her husband's teammates when they repeatedly dropped Brady's passes; Bundchen received much criticism for this. Gabriella Union also shared her criticism of the game, as she tweeted her frustrations about the foul call (or lack thereof) for her husband, NBA star Dwayne Wade. Ultimately, her tweet resulted in considerable feedback and even a direct response from the NBA Referees' twitter account.

In addition, Cortes (2016) discusses another notable public interaction that resulted in Ayesha Curry, well-publicized wife of NBA's 2-time MVP Stephen Curry, making headlines after her own heated twitter rant. During the 2016 NBA Finals, Ayesha Curry posted a series of tweets regarding the game and treatment of players' families. Later, her twitter reply to President Donald Trump's tweet rescinding an invitation to the White House to her husband was also publicized (N. Mandell, 2017). When asked about his wife's NBA Finals rant, Steph Curry joked about silencing her by turning off the Wi-Fi.

Although Curry's response to his wife's tweets was intended to be humorous, his comments were suggestive of the roles sport wives are expected to assume. It also said something about the wives' perceived defiance and the social reinforcement of the wife code discussed previously. These sentiments were also confirmed through third-party media, as Stephen A. Smith discussed Ayesha Curry's comments and his opinions of her role (Mack-Washington, 2016). Mack-Washington argues that Smith's comments regarding Ayesha represent the misogynoir, or the misogyny directed at black women, in sport. During the

segment, Curry's picture and twitter post served as the title bar with the words "Angry Ayesha," which Mack-Washington argues framed her and her actions as being stereotypical of an "angry black woman." In his commentary, Smith objectified Curry's appearance by commenting on her looks, established himself as a more dominate person by referring to her as "young lady," and criticized her for her deviant behavior within her husband's career. To further underscore the ways in which traditional gender roles are enforced, Mack-Washington argues that Smith ostentatiously compared the outspoken Curry to what he termed the "ideal" controlled, disciplined, and silenced wife of Lebron James (Savannah James). Later, Ayesha snapped back over Twitter, criticizing Smith for putting two women up against each other (Cyrgalis, 2016). Mack-Washington further argues that Smith's language and public representation of the wives is another example of society's enforcement of traditional gender roles and misogynoir, especially within the hegemonic field of sport.

Along with the criticism, Ayesha was given a warning about her comments and their effect on her husband's career. In response to her criticism of Smith's comparison of basketball wives, Stephen A. Smith, provided the following stern warning, "Because what happens is that when you're out there, tweeting and saying the things you're saying, you are putting your husband in a precarious position" (as cited in Cyrgalis, 2016). Miko Grimes, another sport wife previously criticized for her tweets, provided an encouraging warning, tweeting, "dear @ayeshacurry: be careful tweeting like me. ur man was drafted & has endorsements n' s***. leave that to those of us w/nothing to lose" (as cited in Cortes, 2016).

The discussion and reactions to Ayesha's comments provide a concrete illustration of many of the gender role expectations previously discussed. In this case, Smith reiterates the expectation of wives being "seen but not heard," objectification of the wife based on her looks,

and in an attempt to silence the wife, threatening consequences for her husband in response to her actions. In this example, Curry most definitely breaks the majority of the rules in the “wife code” (Ortiz, 1997). With these public reactions to sport wives and their deviant behavior, it is important to note that her criticism is linked back to her husband and his career. Being referred to as Steph Curry’s wife ultimately places him and his personal brand within the media spotlight, alongside these criticisms. Steph Curry’s joke about removing Ayesha from the Wi-Fi was not only a funny comment, but it was also a tactic used to manage his own image and to suggest that he does have control of his wife, which Smith suggested was necessary when he compared Ayesha Curry to LeBron James’ ideal and compliant wife. In these ways, the wives of athletes can also serve as brand extensions for their husbands’ careers, and a wife’s participation or deviance with regard to gender role expectations can ultimately affect her husband’s brand as a professional athlete. These social issues and possible public relation implications of the wives’ social media posts beg the question of whether or not rules and regulations for social media use is warranted. And if so, if who is who is ultimately responsible for enforcing certain social-media-related regulations- the player, his agency and marketing team, or the team and league (Lebel & Danylchuk, 2012).

Statement of the Problem

Marriage has long been considered a woman’s work (Maushart, 2008). With the increase in women working outside the home, however, two-career marriages have become commonplace. The changes of the family structure and the tension regarding gender roles within the two-career marriage have prompted much research. However, the wives of professional athletes experience a much different type of tension within their marriages, as they are a part of a two-person, one-career family structure in which the women provide unpaid work to both the

family and their husbands' careers for the benefit of others. This type of career assumes, and all but requires, a marriage characterized by traditional gender roles. However, as American society continues to transform the family structure to accommodate two careers, it is unclear how sport wives are managing the tension that stems from changing gender roles and the demands of their husbands' public careers.

Previous studies have examined the use of social media among athletes or other women working in sport in order to provide backstage insights into both their personal lives and their careers. Although sport wives in the media have not been widely researched, sport media portrayals of women in sport, such as athletes and female sport reporters, have been heavily studied and scrutinized (Coakley, 2015; Cooky et al., 2010; Pedersen et al., 2017). While much research has been done on media portrayals of women in sports, the focus of this scholarship has been on women who are the paid workers (i.e., women athletes and women sports reporters) within the sport career. However, professional sport wives have yet to be the focus of such research. While both lines of research could be considered research on women in sports, it is important to make a distinction between the two, as they serve different roles (and are associated with corresponding gender roles) within the sport industry. As the primary actors in their sport careers, female athletes and sports reporters challenge gender norms by acting within male-dominated positions, supported by hegemonic masculinity ideals. However, in the case of the sport wife, the woman is acting within the complimentary role of the sport career, which acts in accordance with feminine gender norms in that it does not challenge the hegemonic masculinity ideals; rather, it reinforces and maintains them through the woman's support of the sport career that is not her own.

The wives of professional athletes have experienced feelings of isolation and invisibility within their roles in the two-person sport career, as their husbands' public careers often ignore the work the wives do for their husbands and families in pursuit of successful athletic careers (Ortiz, 1997). While there has been investigative research conducted to learn more about the experiences of sport wives (Binns-Terrill, 2012; Dixon et al., 2006; Gmelch & San Antonio, 2001; Ortiz, 1997, 2011), the vast majority of the research was conducted during or prior to the early 2000s, preceding the rise of social media. At that time, partners of professional athletes often received negative attention in the popular press. For example, the partners of England soccer players received contentious publicity regarding their alleged defiant behaviors at the 2006 World Cup (Kimble, 2016). In 2007, Jessica Simpson also received negative publicity when she and her relationship with then quarterback boyfriend Tony Romo were blamed for the Dallas Cowboys' loss ("Jessica Taking Heat," 2008). In their 2001 article on professional baseball wives, Gmelch and San Antonio note that the "typical fan's image of players' wives – which comes primarily from televised glimpses of them in the stands – is that they are pretty, wear stylish clothes, and lead a life of privilege" (p. 336).

However, the development and increasing use of social media prompted a shift in sport communication, which originated primarily with reporters and the popular press and later shifted to athletes, who finally had the opportunity to take control of their own narratives through their social media profiles (Pegoraro, 2010). Similarly, where professional athletes' wives and girlfriends were previously vulnerable to representations that originated with third party media outlets, these women can now assume greater control over their own public representations thanks to social media. Sport wives can now present themselves in ways they choose, thereby crafting their own public narratives, and they can do this via their own public posts that are

separate from the traditional media and the coverage of their husbands' careers. In addition, public social media accounts have allowed professional athletes' wives use their public voices to interact with fans and the general public.

By sharing information to their public profiles and assuming complete control of their self-presentations, sport wives have an opportunity to not be "invisible" and to not feel isolated or as though they are being mischaracterized by a narrative produced by a third party or the popular press. Additionally, in having access to public communities via social media, sport wives have perhaps a new means of coping with the loneliness and isolation that can be associated with the sport marriage. It has yet to be determined, however, how professional sport wives choose to respond to these opportunities and to utilize social media to portray themselves or to position themselves within the sport career.

Additionally, it has yet to be evaluated how wives portray themselves while operating within the confines of traditional gender roles in the sport career with the many cultural changes occurring in roles in marriage and career work. Studying the sport wives' use of their public social media accounts could allow for additional insights of the wives' experiences in sports and whether their posts perpetuate gender biases and other experiences that have been noted in previous research. Furthermore, the sport wives' public negotiations regarding identity and stereotype management have yet to be evaluated within the public space of their social media profiles. There are many NBA husband-wife couples whose wives do not have public careers and, despite the stereotypes that suggest that sport wives desire fame and money (Simonetto, 2019), it has yet to be evaluated how sport wives use their social media profiles to negotiate and manage their identities within the two-person career and public sport marriage.

Research Questions

Based on the self-presentation theory and previous research on sport wives, five research questions were developed, with additional sub-questions for RQ1, RQ2, RQ3, and RQ5:

RQ1. What is the general profile information for NBA players that are married and their wives?

- a. Does an NBA player's marital status affect his IG profile stats (profile followers, profiles following)?
- b. Is there a significant difference in wives' profile statistics (followers or profiles following) based on whether the wives have public profiles?
- c. Is there a significant difference in husbands' profile statistics (followers or profiles following) based on whether their wives have public Instagram profiles?
- d. Is there a significant difference in wives' profile statistics (followers or profiles following) based on her career type?
- e. Is there a significant difference in husbands' profile statistics (followers or profiles following) based on their wives' career type?

RQ2. What are some of the common patterns of self-presentations that NBA wives utilize on their public accounts on Instagram?

- a. What were the most common portrayals used in combination by NBA wives on Instagram?

RQ3. At what rate does the wife include her herself, her husband, and tag her husband's Instagram profile in her postings on Instagram?

- a. Is there a difference in husband inclusion rates based on wives' career type?
- b. Is there a difference in husband profile tag rates based on wives' career type?
- c. Is there a difference in wife inclusion rates based on wives' career type?

RQ4. Does an NBA wife's career type affect the patterns of self-presentations she utilizes on her Instagram?

RQ5. Are there significant differences in the profile statistics (number of followers, number of profiles they are following) of the NBA wife and NBA husband for all NBA married couples?

- a. Are there significant difference in the profile statistics (number of followers, number of profiles they are following) of the NBA wife and NBA husband for the couples in which the wife has a public profile?
- b. Is there a significant difference in husbands' and wives' profile statistics (followers or profiles following) based on the wives' inclusion rates on her profile?
- c. Is there a significant difference in husbands' and wives' profile statistics (followers or profiles following) based on the wives' husband profile tag rates on her profile?
- d. Is there a significant difference in husbands' and wives' profile statistics (followers or profiles following) based on the wives' career type?

Significance of Study

With the creation of WAGS websites, television shows, and the development and use of social media for athletes and their wives to interact with fans, Sanderson (2009) finds that athletes are experiencing shrinking privacy boundaries between their public sport lives and their private family lives. As an integral part of the two-person career, and with the shrinking privacy boundaries that athletes are experiencing, the sport wives, though their social media presence, can be important to the portrayal of sport families and of women in sports. However, while

research has evaluated athletes' use of social media, there is a dearth of research regarding how the wives of athletes use social media to communicate their self-presentations. In addition to addressing this obvious gap in the research, the current study, in its analysis of sport wives' public presentations, contributes analysis regarding the woman's role representation of her participation in the two-person sport career.

The purpose of this study is to examine the self-presentation of professional sport wives on Instagram in order to develop an understanding of the wife's positioning of herself in the sport career and her representation of that experience to a public space (i.e., social media). With the rise of new media, athletes and their families are able to bypass the media and its gendered representations and create their own representations of themselves. The results of the current study offer further analysis of the self-presentations of women in sport as well as analysis regarding whether these women's self-presentations are aligned with or contrary to the traditional gender roles. Additionally, this study explores how the unpaid partners participating in a two-person career present those two-person careers via Instagram. As women in sport and the unpaid workers in the sport careers, the evaluation of the wives' self-presentations serves to reveal whether gender roles and stereotypes are perpetuated within the women's chosen public, social-media-facilitated representations.

Assumptions of Study

The study was conducted based on the following assumptions:

1. The majority of NBA players have Instagram accounts and identify their romantic relationships, if they exist, at least once on their respective Instagram profiles.
2. All NBA players and their wives have access to Instagram and can use it as a platform via which to self-present in the ways they choose.

3. At the very least, the NBA wives approve of the posts that are shared via their accounts, and at best, the wives upload content to their own accounts.

Limitations of Study

The analysis conducted within the results and discussion of the study took the following limitations into consideration:

1. The results cannot be generalized to all professional sport wives, as the study evaluates the wives associated with only one sport, one league, and one season (2018-2019 NBA). Additionally, the results cannot be generalized to all NBA wives because the study is limited to a single NBA season and because of the transient nature of an NBA career.
2. The population of the demographic is relatively low, as less than 20% of NBA players could be confirmed as married. In addition, 24 NBA players did not have Instagram profiles and an additional 13 players had private Instagram profiles and thus could not be evaluated regarding their married status.
3. In order to be able to evaluate the committed partnerships within the NBA, only women who could be confirmed as wives were included in the study. While best efforts were made to identify relationships, there may be players who have not identified their wives and who were thus unintentionally excluded from the study. An additional 67 NBA players uploaded posts that indicated the existence of romantic relationships with girlfriends and fiancés, or they referred to significant others using other endearing terms; these individuals were not included in the study. Thus, the partners of these NBA players are not represented in the results.
4. In three cases, there were NBA players that either did not have an Instagram profile or did not include his wife in his IG postings. Because the researcher has personal

knowledge of the relationship either personally or through mutual relationships, these wives were identified as such and included in the study. Although this was not aligned with the retrieval of other marriage relationships, it provided a more precise count of the marriage relationships. (See Appendix P.)

5. While 94 NBA wives were identified via their husband's Instagram posts, only 51 have their own public profiles, 18 have private profiles, and 25 have no profiles or profile that could not be found. Therefore, only posts made by wives with public profiles were included, and those wives whose profiles were not public or were not found were not represented in the sample.
6. The current study cannot be generalized to international sports or sport leagues outside of North America, as the current study only represents players employed by the NBA.
7. The number of units of analysis per profile may differ, as each post can have a different number of pictures and may or may not include written content.

De-Limitations of Study

To establish boundaries and consistency within the current study, the study was conducted with the following delimitations:

1. The study used a content analysis approach for only one social media platform, Instagram, and only one professional sport league, the NBA. The two were selected based on the NBA's integration of Instagram for content distribution. This integration and partnership between the two entities are thoroughly discussed within chapter three.
2. The research study used the players found on the team rosters posted on February 12, 2019. With the frequent changes to NBA team rosters, it is imperative to be consistent in identifying the date of rosters to ensure changes in rosters do not compromise the data.

February 12 was chosen because it was after the 2018-2019 NBA season's final trade deadline, and it was before the teams make a final push for a higher ranking for post-season play.

3. The research study analyzed the same number of posts (100) across all profiles from the same date (February 12, 2019). The February 12 date was chosen based on the date of rosters used for qualifying players and their respective spouses. The 100 posts from February 12 and prior were evaluated, and this is consistent with other content analysis work (e.g. Burch, 2012; Clavio & Eagleman, 2011; Geurin-Eagleman & Burch, 2015).
4. To ensure consistency between player relationships and varying definitions of marriage and family, only players who referred to significant others in their Instagram profiles using the term "wife" were identified as having wives and were thus included in the prospective sample. This provided a consistent method by which to identify the nature of a given relationship, as it did not require the researcher to interpret other labels or names given to significant others such as "girlfriend," "fiancé," "bae," "boo," "wifey," or "ride or die."
5. The codebook and code protocol were tested in a pilot study and received both adequate intercoder reliability and coder agreeance with the development of additional emerging codes.
6. The posts used within the study were extracted from Instagram to prevent data changes resulting from posts being removed or edited over time.
7. The study only assesses one type of relationship, heterosexual marriage, as other types of relationships (i.e., dating, engagement, same-sex relationship, etc.) could affect the results of the study.

8. In order to more easily identify wives that do not have a public career, verified Instagram profile, or a blog throughout the transcript, the wives in the study that fall in this category will be termed as traditional wives, based on Strong & Cohen's (2015) definition of a family. See definition below for more information.

Definition of Terms

Definitions of key terms used within the current study are as follows.

Blogger- a person that creates online content, either through writing casual columns on their own websites or through the creation of visual content, that are often found in the feminine domains of "fashion, beauty, parenting, and craft" (Duffy & Hund, 2015, p. 1). These blogging websites are also found to be revenue generating through advertising on the website and endorsements through product partnerships.

Caption- The term used to refer to the initial text posted by the Instagram user underneath the picture or video.

Code Protocol- The document that provided the rules and regulations of the coding process that guided the coder and ensured a consistent coding process. (See Appendix C.)

Codebook- The document that provides the operational and conceptual definitions of each code, including examples and visual representations for each code. (See Appendix D.)

Family- The term used to represent a group of people connected via birth, adoption, or choice that provide social, economic, and/or emotional support.

Husband- The term identifying the male spouse within a legally-bound marriage.

Instagram Post- An upload of a picture or video on the profile timeline of an Instagram profile. The post could include (but does not require) a written description below the picture and/or links to other Instagram profiles, which are referred to as "tags."

NBA Wife- The female spouse in a legally-bound marriage in which the male spouse is a player in the NBA. In the context of this paper, the husband identifies the NBA wife on Instagram using the term “wife” within the written content of his Instagram profile or posts.

Nuclear Family- The group of people who are in the immediate family by birth, marriage, or adoption, including spouses and children.

Partner(s)- The term used within the context of this study to identify the non-married, romantic companion within a relationship. The term applies to both genders.

Portmanteau- The blending of two celebrity names; this typically applies to celebrities within a power couple, such as ‘Brangelina’ (i.e., Brad Pitt and Angelina Jolie).

Power Couples- A term used to indicate a romantic relationship between two individuals who have both been successful in their respective public careers (Cobb & Ewen, 2015)

Public Career- A profession in which the work is conducted for public consumption. Examples include modeling, acting, international pageants (e.g., Miss Universe), sports reporters, and professional athletes.

Self-Presentation Theory- Theorized by Goffman (1959), the conceptual framework describes a person’s performances based on circumstances around them to create an impression in the minds of others. The performances can include front and/or backstage performances, which are indicative of how many people are around.

Sport Wife- The female spouse in a legally-bound marriage in which the male spouse is an employee in the sport industry. The husband could be a professional athlete, professional or collegiate coach, or an athletic administrator and executive.

Traditional Wife/Wives- Using Strong and Cohen’s (2014) definition of family, this term refers to the wives in the study that emulates the family structure in which the wife’s main family

role is to the marriage and family while the husband is the main breadwinner. This is not to imply that the wives in these categories don't have their own careers, education, or other opportunities to work privately through paid or unpaid work outside of the sport career, but rather the women in the study that do not have a verified Instagram profile, public career, or blog.

Two-person Career- Theorized by Papanek (1973), the concept of a career in which the intuition's requirements expect the over-commitment of time and resources of the paid employee to the career. Additionally, it assumes that the employee will have a spouse or partner who will serve as a "back-up" person who will provide unpaid work for the employee to allow him/her to commit his/her time to the career.

Unit of Analysis (UOA)- One specific source of data; in the context of the current study, a unit of analysis is a picture, a caption, or a video within an Instagram post.

Visual Content- The term used to describe the pictures and videos posted to Instagram profile and posts.

CHAPTER 3:

METHODOLOGY

As a means by which to answer the five research questions and evaluate the self-presentation of NBA wives, a content analysis methodology was employed. The public Instagram accounts (i.e., profiles) of 26 NBA wives were examined, and for each profile, the previous 100 posts from the start of the study's timeframe were analyzed. Within each post, each element (i.e., each picture or video within a post as well as the initial textual content posted beneath the pictures) was considered a separate unit of analysis. A coding protocol, coding sheets, and codebook were developed and tested in a pilot study to ensure the effectiveness of the coding procedures for the larger, more comprehensive study. Because the codebook and coding protocol had been found to be acceptable through previous intercoder reliability testing, the main study used one trained and knowledgeable coder to evaluate the data by extracting 17 variables from each unit of analysis (i.e., each photo, video, or text). After data were collected and coding was complete, the data were compiled, and statistical analyses were performed so that the researcher could address the current study's research questions. The elements of the study methodology are described in greater detail in the following sections.

Content Analysis

Quantitative content analysis was used to analyze the NBA wives' public Instagram posts and to thus address the study's research questions. According to Riffe, Lacy, and Fico (2014), content analysis is a systematic and replicable method for analyzing written and visual content. The purpose of content analysis is to evaluate the implicit meanings within the given form of communication, and to uncover trends, patterns, and differences among the data that may not be realized by an untrained observer (Krippendorff, 1989). This method, as Krippendorff notes, is

used to reduce a large set of data to explanatory content categories for the use of further understanding the data based on its context and to draw inferences regarding the experiences being studied. Drawing inferences from the data is what Krippendorff identifies as the most important aspect of the study technique; he explains that it “applies the stable knowledge about how the variable accounts of coded data are related to the phenomena the researcher wants to know about” (p. 407). Because content analysis is completed from a pre-developed set of data, and the data are consumed after they are produced, Riffe and colleagues note that this method is considered an unobtrusive method.

Stemler (2001) explains that the coding and categorizing of the data is what makes content analysis a meaningful research technique. Therefore, the development of the coding categories is an important aspect of the study design. Stemler notes that there are two approaches to coding design: emergent and *a priori*. He adds that the emergent coding method requires a preliminary review of the data in which two coders independently evaluate the data and create selective features for potential codes. As detailed by Stemler, when the researchers reconvene, discussion regarding the emerging themes ensues and disagreements are resolved, followed by a code reliability phase. He expounds that code reliability is met at a suggested 95% agreement or .8 for Cohen’s Kappa, and if reliability is not met initially, the process should be repeated until suggested levels are reached. *A priori* coding, according to Stemler, is a technique that makes use of previously used codes but calls for revisions to be made, as needed, to maximize the coding effectiveness.

An important distinction to make regarding content analysis methodology is the difference between manifest and latent content. Manifest content is the direct meaning of the communication; the communication taken at face value without interpretation or inference made.

Riffe et al. (2014) define manifest content as the “meaning that most people share and apply to symbols” (p. 29). Riffe and colleagues, and Holsti (1969), note that the coding process of quantitative content analysis identifies manifest content and should make no further declarations. Latent content is the implied meaning or the meaning derived from reading between the lines and should only be analyzed at the stage of interpretation (Riffe et al.) While the division between manifest and latent content is not always clear, thoroughly defining symbols of communication can be beneficial in communicating meaning.

The current study employed content analysis to evaluate the self-presentation and impression management of NBA wives via their public Instagram accounts. The study followed Riffe et al.’s (2014) steps of content analysis, which have been categorized as follows: conceptualization and purpose, design, and analysis. At the conceptualization and purpose stage, the researcher identifies the problem, reviews theory and research, and develops specific research questions. The design phase entails defining the relevant content, specifying and operationalizing the formal design via coding protocol and codebook, clarifying population and sampling, and establishing reliability procedures. The final stage, analysis, requires the researcher to process the data, apply the statistical procedures, and interpret and report the results.

Platform and League Selection

According to its website, Instagram is a community of more than 800 million users who “capture and share beautiful photos and videos” (“Inspire Creativity,” 2019, para. 1). Instagram users create accounts and are then able to post photos, written content, short live video streams called “live stories,” and the newest feature of IGTV channels for extended video viewing (Systrom, 2019). Like they can do with comparable social media sites, users can choose to follow others and gain access to see their posts, and users also have the option to make their own

profiles public or private, which allows them to control who has access to or can view the user's personal profiles ("Controlling Your Visibility," 2019). Instagram is the fastest-growing social media site with more than one billion active monthly users ("Our Story," 2019), up from 400 million in 2016 ("Simply Measured," 2016).

Instagram is not just popular for individual use. The platform was considered the best platform for brands in 2013 (Koetsier, 2013), and 86% of the most recognized global brands use the site and post an average of one post per day ("Simply Measured," 2016). Additionally, Instagram experienced a 39% growth in social influencer marketing in 2018, with 84.6% of influencers being female (Klear, 2019). As a brand awareness tool, Instagram possesses several advantages over similar social networking sites (Miles, 2014). In its inception, Instagram was launched as an application for mobile phones rather than for the basic Internet. Miles notes that it is a visually dominate platform and less conversational than Facebook or Twitter. Additionally, Instagram content is thought to have a longer "shelf life" than content posted on other social networking sites (Miles).

As Instagram has realized increased success as a social marketing tool, the NBA and Instagram have engaged in collaborative efforts aimed at increasing their respective brands. Instagram Sports Partnerships' Brandon Gayle shared with *Sports Illustrated* (Golliver, 2018) the ways in which the NBA has capitalized on Instagram's success in order to distribute the league's brand. "There's symmetry because the NBA is built on superstars and Instagram is a platform with many public figures," notes Gayle (Golliver, para. 7). He adds, "You don't see a lot of restrictions on what players can't do, which you might see in other leagues, and the NBA has given broadcasters and digital outlets the right to re-post highlights" (Golliver, para. 7). Gayle continues, "There's a flooding of the market. Other leagues say, 'less is more' and try to control

the content and create scarcity. The NBA has taken a ‘more is more’ approach, and it’s worked” (Golliver, para. 7).

Using Instagram for personal and public publicity, NBA players have demonstrated a preference for the social media site by using the live video function during team celebrations, reposting their game highlights, and using the site to communicate with other players (Golliver, 2018). Golliver adds that NBA teams are also targeting their fan bases by selling tickets and merchandise directly through Instagram, which has allowed for considerably greater success than other social media platforms, as Instagram and the NBA’s respective target markets are comprised of individuals of similar ages (i.e., people between the ages of 18 and 29 years) (“Pew Research Center,” 2018). The Pew Research Center finds that 64% of 18 to 29 year olds use Instagram, and 72% of the younger individuals who comprise the up-and-coming NBA target market (i.e., individuals between the ages of 13 and 17 years) use Instagram. The NBA’s popularity on Instagram also dominates America’s domestic leagues. As of November, 2019 the NBA (@nba) has 41.8 million followers, while the NFL (@nfl) has 15.8 million followers, MLB (@mlb) has 6 million followers, the NHL (@nhl) 3.8 million followers, and Major League Soccer (MLS, @mls) has 1.5 million followers.

Instagram’s increased use among the NBA and its players is often cited as beginning in 2012 when NBA players posted behind-the-scenes looks at their sleeping teammates on the plane traveling to the Olympics (Golliver, 2018). Golliver adds that before these lighthearted, teammate pranks went viral on Instagram, Twitter had been the NBA’s choice for social media presence, with the league posting game updates and two-way interactions via the platform. However, as explained by Golliver, the NBA began using Instagram more widely as the league utilizes the visual social media platform to display highlights and athletically impressive plays

that previously had been reserved for SportsCenter's Top 10. Golliver notes that Instagram also grew more popular among NBA players as well, as the platform allowed for a different type of interaction than Twitter. For example, it permitted players to create more mellow posts that included visual representations of the players and their lifestyles, including their fashion choices. Some NBA teams, according to Golliver, have even taken advantage of Instagram's marketing opportunities by providing players and their wives access to game and event photos, clips, family pictures, and more via a shared Dropbox folder that players and their wives can use among their personal Instagram accounts.

The integration of NBA players' families and Instagram has also been discussed as it relates to the way the platform has influenced the changing narrative of black fatherhood (King, 2015). In 1998, *Sports Illustrated* released a magazine cover (see Figure 3.1) featuring the toddler-aged child of the Celtics' then guard Greg Minor holding a basketball with the caption, "Where's Daddy? Pro athletes have fathered startling numbers of out-of-wedlock children. One NBA star has seven by six women. Paternity cases have disrupted teams. What's happening and what does it mean for the kids left behind?"



Figure 3.1. Cover of the May 4, 1998, issue of *Sports Illustrated*.

The *Sports Illustrated* article noted above tells the stories of multiple NBA players and their perceived difficult circumstances regarding their biological children, some of whom have been born to women who were not in relationships with the fathers. Titled “Paternity Ward: Fathering Out-of-Wedlock Kids has Become Commonplace among Athletes, Many of Whom Seem Oblivious to the Legal, Financial, and Emotional Consequences,” the article reads as an assault on the NBA players’ personal decisions regarding sexual deviance and fatherhood (see

Figure 3.2). The article, which was authored by Wahl and Wertheim (1998), addresses issues related to paternity litigation, child support, the biological mothers' intentions, and custody. In addition, the article cites the NBA's long road trips and players' large salaries, greater visibility, and racial makeup among the reasons why the NBA is the most criticized sport league when it comes to fatherhood portrayal. The majority of players are described in the article as absent fathers, although most are cited as providing financial support for their children.



Figure 3.2. First two pages of a May 4, 1998, article in *Sports Illustrated*.

Contrary to the portrayal of NBA fathers in sports media during the 1990s, social media has created a platform via which professional athletes are able to present themselves and their families using their own voices. Without media outlets serving as gatekeepers that control sport communication, athletes are able to use social media to share information with their fans and the

public directly (Pegoraro, 2010). King (2015) explains that via their Instagram use, NBA players are “providing lasting examples of loving relationships with their children that debunk decades of racist narratives about their absence” (para. 14). The relationships between NBA players/fathers and their children have been on full display throughout the past decade, and there are numerous examples of this. Stephen Curry’s daughter Riley stole attention away from her father during a post-game press conference, Derick Rose’s son also received attention for his appearance at a post-game press conference, and other NBA kids, such as Chris Paul’s son, have their own Instagram accounts, which are followed by over 100,000 people. *USA Today* shared a gallery of players lovingly interacting with their children in order to highlight NBA fatherhood (“NBA Fatherhood,” 2013). King states that in “almost every instance in which an NBA player’s child has outshone its famous parent in front of the cameras” (para. 13), the child first received attention on Instagram through their parents’ profiles or their own.

The visual-dominant structure of Instagram has afforded the NBA and its players to integrate information regarding their lifestyles and families, as well as their personal fashion statements, with the platform and to engage with followers. After former NBA Commissioner, David Stern, implemented a “business casual” dress code for the league’s players, which suggested the type of attire players were to wear to and from games, the players began using their platforms to promote high-style fashion for the highly publicized arrival and walk into the stadium (Bandsuch, 2009; Sewing & Darling, 2018). Sewing and Darling note that the players’ stadium walk has turned from a mere arrival to their job into a catwalk-like display of their most recent fashion statements, and the discussions held during post-game press conferences are no longer restricted to the game or player statistics. The journalists add that discussions about

players' attire are as common as their stat sheets, and the players "are now almost as likely to land on the cover of [magazines such as *Esquire*]" (para. 7).

Along with shoe deals, many NBA players now have endorsements with fashion brands, have their own fashion lines, and attend fashion week. This fashion-forward trend has enabled players to connect with the culture of younger generations and has increased the engagement of a younger audience that has helped keep the average median age of the NBA fan stable and much lower than the rising median ages of fans of other domestic leagues (Ferdman, 2015). The NBA has used fans' interest in fashion culture and implemented a fan-voted official NBA Fashion Award to be presented at the NBA Awards. As a visual platform, Instagram has allowed for a fashion-focused culture to materialize in ways that have in turn helped NBA players to grow their fan bases and connect with more followers than athletes in other domestic leagues. Darren Rovell is quoted in Ferdman's article, noting that young NBA players "are ingrained in culture and fashions and life in a way that the stars from other sports here are not" (para. 6). Rovell adds, "People talk about Russell Westbrook's glasses and Dwyane Wade's shoes. When you look at the numbers in terms of most Twitter and Instagram followers, the NBA blows other sports away" (para. 6). *Forbes* has found that after international soccer, basketball (all players in the NBA) had the most followers on social media platforms at 153,890,000 followers (Badenhausen, 2014). Specifically, on Instagram, per the mean of the most followed player on each team, the average for the NFL is 1,260,484 followers, while the average for the NBA players is 5,802,833 (Benjamin, 2018).

The NBA and its players have successfully integrated with Instagram such that the new media platform has enabled them to not only increase viewership, but it has also facilitated enhanced interaction between the league and players and their fans, and it has encouraged greater

publicity among players (Bucholtz, 2018). However, while the players and their children have been discussed with regard to their use of Instagram, the players' wives have yet to be examined in their use of the media platform for their own presentations of their roles and involvement in the sport career. Wives are important to the sport family and are members of the two-person sport career, and analysis of their Instagram use can allow for a different or improved understanding of the ways in which Instagram is used and how it is integrated into the two-person sport career.

Population Selection

The content analysis evaluated the self-presentation of NBA wives with public Instagram profiles. It is important to note that NBA teams have ever-changing rosters throughout the season, which affects the players' employment status with the NBA. Therefore, confirming active NBA players is difficult due to the transitory nature of their employment. Due to these inconsistent roster changes, trades, temporary call-ups from the NBA G-League, and player waivers, the rosters that were available as of February 12, 2019, were utilized when determining inclusion of players and their wives for the current study. This date was chosen because it allowed five days of roster changes after the NBA's league-sanctioned trade deadline for the 2018-2019 season, as well as prior to the NBA All-Star game, which precedes many roster changes to allow for preparation for play-off and post-season play ("Key Dates," 2018).

The NBA rosters were retrieved from the team page on each respective official team website on February 12, 2019. NBA teams have a cap of 15 players to each team for a total of 450 players in the league, plus a possible additional two players per team on two-way contracts. In 2017, the NBA implemented two-way contracts in partnership with what was then known as the NBA D-League (now, the NBA G-League). A two-way player is an athlete who signs a

contract with the NBA team with the expectation that he will play on the team’s G-League affiliate team throughout the season but could be called on to play for the NBA team for up to 45 days in the season (“National Basketball League,” 2017). Compared to other non-two-way G-League players, two-way players have an increased annual salary and are compensated at the NBA minimum wage prorated for the days they play for the NBA teams (“National Basketball League”).

Based on the rosters as of February 12, the NBA had 478 active players, including those who were identified as two-way players (see Appendix A for a complete list of the 478 players, Instagram links, etc.). The Instagram profile for each player was then sought and identified; most players’ profiles were verified with the blue checkmark, identifying the profile as authentic to a public personality (“Verified Badges,” 2019). Of the 478 players, 446 players had verified Instagram accounts, 10 players had Instagram accounts that were not verified, and 22 players were not found on Instagram (See Table 3.1).

Table 3.1

NBA Player’s Instagram Profile Statistics as of 2/12/19

| | (1) “Yes” Totals | (2) “No” Totals | (3) “No profile” Totals | Total |
|---|---------------------|--------------------|----------------------------|------------------------|
| Does the player have a public IG profile? (Column 4) | 443 | 13 | 22 | 478 |
| Does the player have a private IG profile? (Column 3) | 13 | 443 | 22 | 478 |
| Is the player’s IG profile verified? (Column 8) | 446 | 10 | 22 | 478 |
| | | | | 478 NBA Players |

Each player's account was searched for pictures and posts regarding a potential partner. In order to confirm that a player had a wife, the researcher searched the player's Instagram profile for written content referring specifically to a wife (i.e., the player had to refer to her using the word "wife" or "spouse"). Furthermore, because Cobb (2015) argues that wedding photos offer an intimate look at the couple declaring their new collective entity "in the eyes of the law and the public" (p. 222), if a player had uploaded any of his wedding pictures, he was classified as having a wife.

If the NBA player did not indicate a relationship on his Instagram profile, or if an Instagram profile could not be found for the player, a Google search was conducted for the player's name and "wife," "married," and "wedding" to determine whether the player's marriage was made public. If no information regarding a marriage could be found, the player was categorized as not being in a relationship. If, however, there was a wedding or marriage relationship found via the search, the researcher searched for the woman identified as the wife on Instagram. If a profile for the wife was found, the relationship was confirmed via content the woman posted in which she identifies the player using the terms "husband" or "spouse," or via wedding pictures posted to the woman's profile. If the relationship could not be confirmed from the wife's Instagram profile, the player was categorized as not being in a relationship. In the cases in which the wife did not have an Instagram profile, or if her Instagram was private, the relationship could not be confirmed and the player was, therefore, categorized as not being in a relationship. However, given the researcher's relationships with some of the wives (see Appendix P), if a relationship could not be confirmed through Instagram, but the researcher knew the couple and their relationship status, the NBA player and his wife were categorized

according to their relationship status, and the wife’s profile and its statistics were included in the list of player wives.

Of the 479 active NBA players, 93 were confirmed married, 311 did not indicate the existence of a romantic relationship, and the remaining indicated a relationship with a girlfriend, fiancé, or an otherwise unclassified relationship status (e.g., “bae,” “wifey,” “partner,” “ride or die,” “my queen”) (see Table 3.2).

Table 3.2

NBA Player’s relationship status

| Can a wife (or other relationship) be confirmed? (Column 10) | Totals |
|---|---------------|
| (1) Yes, wife | 93 |
| (2) No wife or relationship | 311 |
| (3) Girlfriend indicated | 54 |
| (4) Fiancé indicated | 14 |
| (5) Player has no profile & no relationship can be confirmed | 6 |

After confirming whether the player had a wife, the wife’s Instagram profile was searched for and notated. As noted in Table 3.3, out of the 93 wives confirmed, 50 had public Instagram profiles, 18 had private accounts, and 25 either did not have Instagram accounts or their accounts could not be found. For additional information on the NBA wives’ profile information, please see Appendix B.

Table 3.3

NBA wives’ Instagram Profile Statistics as of 2/12/19

| | Totals |
|---|---------------|
| NBA Wife Public IG Profile | 50 |
| NBA Wife Private IG Profile | 18 |
| NBA Wife No IG Profile | 25 |
| Out of total NBA wives, NBA Wife Verified IG Profile | 13 |
| Out of total NBA wives, NBA Wife Public Career (different from husband) | 10 |

While compiling the list of confirmed wives, as well as each wife's Instagram profile information, a vast difference was observed regarding the number of followers some women had compared to others. Among the 94 confirmed wives, 13 had verified badges on Instagram (notated with a blue checkmark next to the profile name), and 10 of the women with verified accounts had their own public careers separate from their husbands' public sport careers. A public career is a profession in which the work is conducted for public consumption, including modeling, acting, international pageants (e.g., Miss Universe), sports reporters, and professional athletes. In order to be approved for a verified badge, Instagram requires the profile to be the official account for a "public figure, celebrity, or brand" ("Verified Badges," 2019). To ensure authenticity of the profile, the verification process requires for the account to be "authentic ... (representing a real person, registered business, or brand)," "unique ... (the only verified account for the person, business, or brand)," and "complete ... (public profile with a complete bio, profile picture, and at least one post)" ("Verified Badges"). Notably, verified profiles assume public brands or personalities that fans and followers can identify, and these accountholders may utilize their public Instagram profiles differently than those accountholders who do not have public careers or are not considered public brands or personalities.

The phenomenon of the power couple, in which both people in a romantic relationship have successful public careers, has shown that a couple is more famous together than they are separate and must be accounted for within the data (Parmentier, 2011). For the sake of defined categorization within the coding process, potential NBA power couples will be identified using Cobb & Ewen's (2015) definition of a power couple as those in which both parties have a public career. However, it's crucial to note that this definition of the power couple will be further explored later in the discussion chapter.

There was a drastic difference in the number of followers among wives with verified accounts ($M = 2,273,946$) compared to wives without verified accounts ($M = 16,332$). Similarly, there was an even greater disparity regarding followers between the wives with public careers and consequently verified accounts ($M = 2,830,420$) and the wives without public careers ($M = 37,080$). Table 3.4 presents a list of averages for verified profiles and public careers. The largest disparity of followers, however, is between the women without verified accounts or public careers ($M = 16,332$) and the women with both verified accounts and public careers ($M = 2,830,420$). This drastic difference in the number of followers, or what Goffman (1959) would refer to as “the audience,” may indicate a difference in self-presentation. Although there has not yet been a study conducted to analyze the differences between the usage of verified and unverified accounts on Instagram, Paul, Khatter, Kumaraguru, Gupta, and Chopra (2019) find that verified Twitter accounts have higher follow rates, greater influence, and larger networks than non-verified Twitter accounts. Notably, Barasch and Berger (2014) find that a person’s self-presentation or impression management is highly dependent on the size of their audience. Due to these potential effects on the wives’ self-presentation, the variables of a verified/unverified account and a woman’s own public career/no public career were distinguished during the data collection for further data analysis as it pertained to these variables and their potential effect on the data.

Table 3.4

Average Number of Followers Based on Wives' Profiles and Career Status

| Wives with Verified Profile | Wives with no Verified Profile | Wives with Public Career | Wives with No Public Career | Average of Followers |
|------------------------------------|---------------------------------------|---------------------------------|------------------------------------|-----------------------------|
| | X | | X | 16,332 |
| X | X | | X | 37,080 |
| X | | | X | 419,033 |
| X | | X | X | 2,273,946 |
| X | | X | | 2,830,420 |
| X | X | X | X | 435,602 |

Note. No wives with public careers had unverified accounts and therefore are not represented in the table.

Given the available data, the study sample included all of the verified wife Instagram profiles ($n=13$) and, in order to ensure an equivalent number of non-verified accounts, 13 non-verified wife Instagram profiles ($n=13$) were randomly selected using a random number generator. Thus, a total of 26 wife ($N=26$) Instagram profiles were analyzed. The number of profiles analyzed in the current study is more than or similar to the sample used in other social media content analyses (Burch et al., 2014; Guerin-Eagleman & Burch, 2015; Lebel & Danylchuk, 2011; Mayoh, 2019; Pegoraro, 2010; Smith & Sanderson, 2014). Another common career that NBA wives held were the online journaling career of blogging. There were eight wives that were found to be wives and four of them were randomly selected to be included in the study. For the sake of this study, a blogger is operationalized as a person who creates online content, either through writing casual columns on the person's own websites or through visual content, that are often found in the feminine domains of "fashion, beauty, parenting, and craft" (Duffy & Hund, 2015, p. 1). These blogging websites are also found to be revenue generating through advertising on the site and endorsements through product partnerships.

Measures

Each aspect of the Instagram post served as a unit of analysis to be coded and analyzed. For every post, Instagram requires the user to upload at least one picture or short video, which the researcher collectively termed “visual content.” However, the platform allows for, but does not require, written content initially posted by the user underneath the picture, which is referred to as “caption” throughout the remainder of this manuscript, and the upload of up to 10 pictures and/or videos to one post, which results in an album of visual content. (This should not be confused with comments and reactions from other IG users posted below the picture.) Each individual picture, video, or caption serves as one unit of analysis. The sample size and coding method are consistent with previous sport content analysis research and in some cases contains a larger sample size than previous studies (e.g., Billings & Angelini, 2007; Burch, 2012; Clavio & Eagleman, 2011; Guerin-Eagleman & Burch, 2015; Hambrick et al., 2010; Lebel & Danylchuk, 2011; McNary, 2009; Pegoraro, 2010; Smith & Sanderson, 2015).

While the authors of some sport-related content analysis studies have chosen to evaluate posts during a certain period of time (Barnett, 2017; Billings & Angelini, 2007; Clavio & Eagleman, 2011; Lebel & Danylchuk, 2011; McNary, 2009; Pegoraro, 2010), others have chosen to evaluate the same number of posts from a certain date (Burch et al., 2014; Guerin-Eagleman & Burch, 2015; Hambrick et al., 2010; Smith & Sanderson, 2015). For this study, both methods were evaluated; however, due to the potential for inherent discrepancy in the number of units of analysis between posts, a consistent number of posts, rather than a period of time, were selected for analysis. Such an approach is consistent with that used by scholars such as Burch et al., Guerin-Eagleman and Burch, Hambrick et al., and Smith and Sanderson. This approach also served to allow the researcher to avoid a discrepancy in the total number of posts within a given

period of time. In order to ensure a more reliable representation among all analyzed profiles, 100 posts from each account were analyzed for the current study, starting with posts posted on February 12, 2019, and including the 100 previous posts. If an account did not have a post on February 12, the post on the nearest date prior to February 12 served as the first post to evaluate. Additionally, the date was selected to reflect the date of confirmed rosters to ensure that the data was collected during a period of time during which employment in the NBA was confirmed.

Coding and Frame Production

Riffe et al. (2014) explain the process by which a quantitative content analysis study should be designed. After sample identification and measurement, Riffe et al. emphasize the importance of reliability or the “agreement among coders about categorizing content” (p. 94). Within content analysis studies, reliability is developed and tested via the codebook and code protocol design, each of which provides clear direction and definition of the elements of the study. Riffe and colleagues argue that a code protocol serves as the foundation of the reliability and replicability of a content analysis research study, as it defines the symbols of communication found in the data. In addition, Riffe et al. explain that the protocol and codebook describe the rules, provide clear definitions of important concepts, and outline clear measurements regarding the content of interest. Additionally, together, the protocol and codebook provide consistent procedures for the coder or coders to follow to ensure that the coding is reliable and consistent, regardless of when the coding takes place. After proper training on the codebook and code protocol, reliability tests should be conducted to assess intercoder reliability.

Krippendorff (2009) explains that reliability is “established by demonstrating agreement among data-making efforts by different means-measuring instruments, observers or coders [...] concerning what the given data suggests” (p. 351). To ensure the reliability of the study, each

unit of analysis was coded using a tested and proven codebook and code protocol. The coding protocol and codebook were developed using the a priori method. Modeling previous content analysis work on athletes' self-presentation (Guerin-Eagleman & Burch, 2015; Pegoraro, 2010) and sport wife studies (Clayton & Harris, 2004; Ortiz, 2006; Zeller, Hanks, & Coble, 2017), and making the necessary updates (Altheide, 1996), ensured consistent and reliable coding practices.

A pilot study was conducted to test the code protocol and to evaluate the goodness of fit of the coding categories in the codebook to this specific demographic. The pilot study was conducted on the public Instagram profiles of 18 professional sport wives whose spouses are associated with the NBA, NFL, NHL, and MLB. During the pilot study, 11 variables were extracted from the data, including coder number, sport wife's name, sport played by her husband, celebrity or non-celebrity status, date of the post, type of content (i.e., picture, video, or written content), whether the wife is in the picture, the main code of the content, and the written content or a short description of the photo or video content.

The codes used for the pilot study were extracted from previous sport-related content analysis studies (Guerin-Eagleman & Burch, 2015), sport wife literature (Clayton & Harris, 2004; Dixon & Bruening, 2005; Ortiz, 2006), and codes developed from a qualitative observation analysis done in a previous content analysis on sport media's portrayal of sport wives (Zeller et al., 2017). Five of Guerin-Eagleman and Burch's 12 codes associated with the self-presentation of male and female Olympic athletes were used, including sexualized, wife's career life, pop culture, Internet meme/screenshot, and combination. The other seven athlete-specific codes (i.e., athletic action, dressed but posed, non-sport setting, reposting content from fans, other sport or athlete, relating to the athlete's sport, and relating to the athlete's personal life) did not apply. Two codes were drawn from sport wife literature, and these included role as a wife (Clayton &

Harris) and agent in the two-person career (Ortiz; Dixon & Bruening). Five codes were used from a study conducted to evaluate the sport media portrayal of professional sport wives, including role as a parent, wife's experience of tragedy, wife overcoming adversity apart from the sport career, wife as an instigator, and other (Zeller et al.). The final code, extended family, was observed frequently by the coders during the intercoder reliability phase of the pilot study and was added to reflect consistent themes throughout the posts.

The pilot study employed two coders, both doctoral students with coding experience who also possess master's degrees in sport management. After an extensive coder training session, the coders completed an intercoder reliability test. In order to establish intercoder reliability, each individual coder independently coded 400 posts (22%) of the total sample of 1,800 posts (see also Riffe et al., 2014). Percentage agreement and Cohen's Kappa were used to test intercoder reliability. Riffe et al. recommend a minimum of 80% agreement should be reached in order to continue a content analysis study. The two coders' figures ranged from a low of 80.2% (i.e., main content of post) and a high of 100% (i.e., wife's Instagram account, partner's sport, and celebrity/non-celebrity). Chance agreement was tested via Cohen's Kappa (Wimmer & Dominick, 2006). These results ranged from a low of 0.77 (i.e., main content of post) to a high of 1.0 (i.e., wife's Instagram account, partner's sport, and celebrity/non-celebrity). These results meet Wimmer and Dominick's acceptable range of .70. (See Table 3.5 for full list of intercoder reliability testing results.) After testing was completed for intercoder reliability, the remaining 1,400 posts were divided evenly between the coders and coded independently.

Table 3.5

Pilot Study Intercoder Reliability Testing Results Based on Variable

| Variable Number | Variable Name | Cohen's Kappa | Percentage Agreement |
|------------------------|----------------------------|----------------------|-----------------------------|
| V1 | Wife's IG Account | 1 | 100 |
| V2 | Husband's Sport | 1 | 100 |
| V3 | Celebrity/Non Celebrity | 1 | 100 |
| V4 | Date Posted | 0.944521492 | 94.63220676 |
| V5 | Type of Content | 0.954667532 | 97.01789264 |
| V6 | Is the Wife in the photo | 0.918905159 | 94.33399602 |
| V7 | Main content of photo code | 0.771291806 | 80.21868787 |

The results of the pilot study revealed that there are many self-presentations in this demographic that were not in the codebook, as the largest code category was the “other” category at 23% of the codes ($n=884$). As the largest category, it became clear that additional examination of the units of analysis within the “other” category was needed to evaluate common categories that were not yet defined in the code protocol. The 884 units of analysis from the “other” category were then analyzed using a qualitative analysis for common, emerging frames to further assess additional coding frames for this particular demographic. Using Saldaña’s (2015) qualitative coding method, one coder observed emerging frames and categorized them into common codes. Altheide (1996) explains that one coder is desirable when conducting a qualitative, exploratory study in which emerging themes are recorded. After the principal researcher completed the coding, the other coder in the pilot study reviewed them to confirm agreement of emergent frames. Results of the qualitative analysis revealed that some of the code categories in the code protocol needed to be expanded to include new or different items that were previously identified for the category (e.g., attending a sporting event outside of the sport career to be included under the pop culture code). New code categories were also observed in the

qualitative analysis to include food-related posts, selfies, social activism and religion, physical activity, traveling, celebrations, pets, and mood and weather. The final full list of framing categories upon which the coders in the current study agreed is as follows: framed as a wife, parent, within the two-person career, sexually suggestive, wife's own career and/or ambitions, pop culture, overcoming adversity, experiencing tragedy, wife as an instigator, extended friends and family, selfies, food, social activism and religion, physical activity, traveling, celebrations, pets, mood and weather, combination, and other. Campbell, Quincy, Osserman, and Pedersen, (2013) describe the primary three stages of developing reliable coding schemes as follows: (1) develop a coding scheme with a high level of intercoder reliability, (2) resolve remaining coding disparities through negotiating in an effort to achieve intercoder agreement, and (3) after achieving acceptable intercoder reliability, apply the coding scheme to the full extent of the data. The authors make note that the first two stages require two coders, while the third "requires only one knowledgeable coder" (p. 298).

Prior to coding, all Instagram posts were captured with a screenshot and numbered to assist in the organization of the data as well as to ensure that the data would not be affected if the Instagram user edited or deleted any of the data from her profile. Applying the tested and proven coding protocol, the codebook for the main study identified 17 variables to extract from each unit of analysis. The 17 variables include: v1. Instagram (IG) profile name; 2. IG profile's number of followers; v3. IG profile's number of following; v4. IG's profile number of postings; v5. whether the IG account is verified; v6. whether the wife has a public career apart from her husband's sport career; v7. date of IG post; v8. type of content being evaluated (picture, video, or textual content initially posted); v9. whether the wife is in the picture/video; v10. whether the husband is in the picture/video/text; v11. whether the husband's IG profile is tagged in the

picture/video/text; v12. the main frame used in the picture/video/text; v13. combination frame 1 (if applicable from v12); v14. combination frame 2 (if applicable from v12); v15. post's written content or description of video or picture (depending on the designation in v8); v16. the designated post number given at the time of data extraction; and v.17 the hyperlink for the post. The frames used within v12, v13, and v14 were identified from previous sport content analyses and sport wife studies (Clayton & Harris, 2004; Zeller, Hanks, & Coble, 2017; Guerin-Eagleman & Burch, 2015, Ortiz, 2006) as well as from the emerging frames found within the pilot study that were not yet identified, as noted previously. The code protocol provides clear instructions on how to code each unit of analysis, including a written description and images representing each frame to ensure consistent and reliable coding. See Appendix C for the full coding protocol, Appendix D for the codebook, and Appendix E for a sample coding sheet.

For the main study, the principal investigator utilized the proven codebook and coding protocol to complete the coding procedures. As Campbell et al., (2013) state, once a codebook and code protocol are established as reliable per a study to calculate intercoder reliability and intercoder agreement, the final stage of coding the entire data set does not require more than one knowledgeable coder. Once the initial round of coding was complete, the principle investigator then re-coded a portion of the data to test for intracoder reliability to ensure that the coding was consistent over time (Riffe et al., 2014). Riffe and colleagues confirm that intracoder reliability testing improves the validity of the study. Therefore, 25% of the data was randomly selected for recoding purposes. Of the 2,600 posts initially coded, 650 were randomly selected for recoding, which totaled 1,556 units of analysis (or 25% of total unit of analysis). Percentage agreement and Cohen's Kappa were used to evaluate the intracoder reliability with an acceptable agreement of 80% (Riffe et al.) and .70 (Wimmer and Dominick's, 2006), respectively. Intracoder reliability

was calculated and returned a range of 89%-100% agreement and .74-1.0 across all variables, meeting the acceptable standards. Although within the acceptable range, it's important to note that variables that received the least agreement are the two columns that represented combination codes. The two combination codes could be entered into either of the two columns and therefore the difference in coding could be a result of the codes being entered in a different order. See Table 3.6 for the full results of the intracoder reliability testing.

Table 3.6

Intracoder Reliability Testing Results Based on Variable

| Variable Number | Variable Name | Cohen's Kappa | Percentage Agreement |
|------------------------|--|----------------------|-----------------------------|
| V1 | Wife's IG account | 1 | 100 |
| V2 | Wife's IG account # followers | 1 | 100 |
| V3 | Wife's IG account # following | 1 | 100 |
| V4 | Wife's IG account # of posts | 1 | 100 |
| V5 | Wife have verified account? | 1 | 100 |
| V6 | Wife have public career | 1 | 100 |
| V7 | Date posted to IG | 1 | 100 |
| V8 | Type of Content | .999 | 99.93 |
| V9 | Is the wife in the photo/video? | .9947 | 99.87 |
| V10 | Is the husband in the photo/video? | .9976 | 99.94 |
| V11 | Is the husband's IG profile tagged in UOA? | .9966 | 99.94 |
| V12 | Main content code | .8830 | 89.93 |
| V13 | Combo Code #1 | .74 | 92.6 |
| V14 | Combo Code #2 | .74 | 92.54 |

Research Questions and Data Analysis

Because the current study analyzes an under-researched demographic, this investigation serves as an important foundational analysis via which to expand on future research that will likely serve the demographic under study. The research questions were strategically developed for the purposes of identifying and analyzing the data and providing a groundwork for further

analysis of the sport marriage, social media utilization in the two-person career, and the sport wife's negotiation of identity, gender role, and self-presentation through a public social media profile. There are five primary research questions, as well as sub-questions, aimed at encouraging extensive analysis. To evaluate the data and the relationships among variables, and to ultimately answer the research questions, statistical analysis was completed using IBM Statistical Package for the Social Sciences (SPSS) 26. Table 3.7 identifies the statistical analysis method used for each respective research question.

Table 3.7

Research questions with their corresponding statistical methods

| RQs Category Themes | Research Questions & Sub-questions | Statistical Analysis Method |
|--|---|--|
| RQ1: General Profile Information | RQ1. What is the general profile information for NBA players that are married and their wives? | Descriptive Statistics |
| | RQ1a. Is there a significant difference in NBA player's IG profile stats (profile followers, profiles following) based on his marital status? | Mann-Whitney Test |
| | RQ1b. Is there a significant difference in wives' profile statistics (followers or profiles following) based on whether the wives have public profiles? | Mann-Whitney Test |
| | RQ1c. Is there a significant difference in husbands' profile statistics (followers or profiles following) based on whether their wives have public Instagram profiles? | Mann-Whitney Test |
| | RQ1d. Is there a significant difference in wives' profile statistics (followers or profiles following) based on her career type? | Mann-Whitney Test |
| | RQ1e. Is there a significant difference in husbands' profile statistics (followers or profiles following) based on their wives' career type? | Mann-Whitney Test |
| RQ2: | RQ2. What are some of the common patterns of self-presentations that NBA wives utilize on their public accounts on Instagram? | Descriptive Statistics |

| | | |
|--|--|----------------------------|
| Self-Presentation Results | RQ2a. What were the most common portrayals used in combination by NBA wives on Instagram? | Chi-Square Analysis |
| RQ3: Inclusion & Tag Rates | RQ3. At what rate does the wife include her herself, her husband, and tag her husband's Instagram profile in her postings on Instagram? | Descriptive Statistics |
| | RQ3a. Is there a difference in husband inclusion rates based on wives' career type? | Chi-Square Analysis |
| | RQ3b. Is there a difference in husband profile tag rates based on wives' career type? | Chi-Square Analysis |
| | RQ3c. Is there a difference in wife inclusion rates based on wives' career type? | Chi-Square Analysis |
| RQ4: Career Status | RQ4. Does an NBA wife's career type affect the patterns of self-presentations she utilizes on her Instagram? | Chi-Square Analysis |
| RQ5: Difference between NBA Husbands & Wives Profiles | RQ5. Are there significant differences in the profile statistics (number of followers, number of profiles they are following) of the NBA wife and NBA husband for all NBA married couples? | Wilcoxon Signed-Ranks Test |
| | RQ5a. Are there significant difference in the profile statistics (number of followers, number of profiles they are following) of the NBA wife and NBA husband for the couples in which the wife has a public profile? | Wilcoxon Signed-Ranks Test |
| | RQ5b. Is there a significant difference in husbands' and wives' profile statistics (followers or profiles following) based on the wives' inclusion rates on her profile? | Wilcoxon Signed-Ranks Test |
| | RQ5c. Is there a significant difference in husbands' and wives' profile statistics (followers or profiles following) based on the wives' husband profile tag rates on her profile? | Wilcoxon Signed-Ranks Test |
| | RQ5d. Is there a significant difference in husbands' and wives' profile statistics (followers or profiles following) based on the wives' career type? | Wilcoxon Signed-Ranks Test |

For RQ1, RQ2, and RQ3, the researcher evaluated frequencies of utilized frames and the profile information; therefore, descriptive statistics were used to calculate and answer these

questions. Because data was collected for the entire population, there is no need for further statistical inference to be made regarding these questions.

For RQ2a, RQ3a, RQ3b, RQ3c, and RQ4, each of the research questions are evaluating differences between the categorical groups and therefore were assessed using the chi-square analysis. The chi-square analysis (χ^2) was developed to evaluate categorical data by providing a “measure of the difference between observed and expected frequencies” (King, Rosopa, & Minium, 2011, p. 365). More specifically, the chi-square analysis is utilized to test the goodness-of-fit between categorical data that compares the expected and observed frequencies within the data set. King et al. explain that the observed frequency (f_o) is the actual number of observations within a given category of a sample of qualitative data. In addition, King and colleagues note that the expected frequency (f_e) is the number of observations within a given category that is expected under the assumption that there is no relationship between the different variables of categorical data. When χ^2 is found to be significant, it is indicative that there is some degree of correlation between the two variables; however, this finding only opens “the door to explanatory analysis” (King et al., p. 368).

For the remaining research questions (i.e., RQ1a-RQ1e and RQ5-RQ5d), each one is evaluating for significant differences between the means of two groups and therefore require a t-test. However, the number of followers and profiles following for the profiles of the NBA players and their wives varied greatly were not normally distributed among the group of husbands and the group of wives. Because of this non-parametric distribution of data, a Mann-Whitney test was used to calculate if there was a significant difference between the two independent groups for RQ1a-RQ1e. The Mann-Whitney test is the non-parametric alternative to the independent t-test that, instead of comparing the means of the data, it ranks each set of data

and then subsequently compares the data rankings. For RQ5, and RQ5a-d, the questions are each asking for comparisons of two sets of paired data groups. But, again, with the non-parametric distribution of the profile data, the Wilcoxon signed-ranks test was used to analyze the data to account for the extreme differences in follower counts, specifically the few outliers of the data. The Wilcoxon signed ranks test compares the ranks of paired data, and in these cases compares the data between the husband and his corresponding wife, thus leading to analyzing the difference in ranks.

CHAPTER 4:

RESULTS

As a crucial part of the two-person sport career, wives of professional athletes experience disparities at the hands of their husbands' demanding and public careers (Dixon & Bruening, 2005; Gmelch & San Antonio, 2001; Ortiz, 1997). By participating in the sport career through their unpaid work, professional sport wives work for the success of others, including their husbands and their employers, and in doing so, the wives are expected to abide by socially constructed rules of what is acceptable in their role in the relationship and career (Ortiz). Additionally, with the creation and rise of reality television shows claiming to film the lives of wives and girlfriends of professional athletes, Gammage (2016) found that such shows reproduce stereotypes of these women to be hypersexual, focused on money and fame, materialistic, and violent. While previous research has found that professional sport wives work to negotiate against common sport wife stereotypes in the interviews with the researcher (Binns-Terrill, 2012; Simonetto, 2019), the wives' self-presentation in a public forum has yet to be evaluated.

The increased use of social media has allowed users to connect with a larger audience and has been used by those in public careers as a tool for marketing and branding themselves and their career by sharing more personal information as well utilize their social media profiles for advertising and endorsements. While previous research has evaluated how professional athletes utilize their social media (Burch et al., 2014; Geurin-Eagleman & Burch, 2015; Lebel & Danylchuk, 2011; Pegoraro, 2010), the use of social media by professional sport wives has yet to be evaluated. In a career in which their work and participation is ignored and silenced (Ortiz), social media has provided a way for the sport wives to bypass the previous sport communication gatekeepers (e.g., media, leagues). The sport wives (as well as the athletes themselves and other

family members) now have an opportunity to publicly share their experiences in sport and choose the way in which they are portrayed to others, instead of relying on the media (or some other entity, such as a sports team or league) to report and share information accordingly. With their partnership with Instagram, the NBA has fostered an environment in which Instagram usage and followership is highest among America's top professional sport leagues. Using the content analysis methodology, the current study evaluated NBA players, their Instagram profiles, and the intersection of the two as it related to the players' relationship statuses. From evaluating the players' profiles, NBA wives were identified and information on their Instagram profiles was collected and assessed for common self-presentation frames as well as how the wives manage their identity and role within the two-person sport career.

Research Question 1: Instagram Profile General Information

Research Question 1 inquires about the general profile information for NBA players and NBA wives, including the effect of marital status on the players profiles statistics, the differences in wives' profile statistics based on their career and profile types, and the effect of the wives' career and profile types on the husbands' profile statistics.

NBA players' Instagram profiles. As previously mentioned, the NBA had a total of 478 active players at the time of the study. Upon searching for an Instagram profile for every player, the profiles of 456 players (95%) had an Instagram account, while 22 players (5%) were unable to be found on Instagram. Of the 456 players with Instagram profiles, 446 players (98%) had a verified Instagram account while 10 players (2%) had an Instagram account that was not verified. At 443 (97%) profiles, the majority of the player profiles were public profiles while 13 (3%) were private (See Table 4.1).

Table 4.1

NBA Player's Instagram Profile Status Statistics

| | Total | Verified (n) | Verified % | Non-Verified (n) | Non-Verified % |
|----------------------------|--------------|-------------------------|-----------------------|-----------------------------|---------------------------|
| Public Profile | 443 | 436 | 98% | 7 | 2% |
| Private Profile | 13 | 10 | 77% | 3 | 23% |
| No Profile | 22 | N/A | N/A | N/A | N/A |
| Total with Profiles | 456 | 446 | 98% | 10 | 2% |

The results reveal that social media and the athletes public persona are significant aspects of a public career in which to connect and interact with fans. Only 8% (n=35) had an inaccessible profile by way of a private or no profile. Similarly, among the married NBA players, the majority have a public profile, allowing open access to their published content on Instagram. However, about 10% (n=9) either did not have an Instagram profile or had a private profile, choosing against sharing backstage performances on the social media platform. See Table 4.2 for the complete information on the interaction of profile and relationship status for all NBA players.

Table 4.2

NBA player profile and relationship status

| | Public Profile (n) | Public Profile (%) | Private Profile (n) | Private Profile (%) | No Profile (N) | No Profile (%) | Totals |
|----------------------------|-----------------------------------|-----------------------------------|------------------------------------|------------------------------------|-------------------------------|-------------------------------|---------------|
| Married players | 84 | 90% | 1 | 1.1% | 8 | 9% | 93 |
| Non- Married Players | 359 | 93% | 12 | 3% | 14 | 4% | 385 |
| All Players | 443 | 93% | 13 | 3% | 22 | 5% | 478 |

RQ1a: NBA players' marital status and number of Instagram followers. To further assess the potential impact of the sport wife on the two-person sport career, an evaluation of the players' Instagram profile statistics was completed for a possible correlation between the player's marriage status and his numbers of followers on Instagram. Other potential variables were also identified, including the players' average age and average number of years playing in the NBA by marriage status. On average, married players had a higher number of followers ($M=1,597,204$) than those who were not married ($M=516,160$). Married players were also older and had been playing in the NBA longer than those who were not married. See Table 4.3 for more information regarding the NBA players' profile and personal statistics by marriage status.

Table 4.3

NBA player personal and profile statistics by marriage status

| | Average # of Followers | Average # of Profiles Following | Average Age | Average Number of Years in NBA |
|---------------------|-------------------------------|--|--------------------|---------------------------------------|
| Married Players | 1,597,204 | 3,600 | 30.63 | 8.47 |
| Non-Married Players | 516,160 | 2,321 | 25.08 | 3.29 |
| All Players | 718,114 | 2,560 | 26.17 | 4.3 |

Further statistical analysis was needed to evaluate the effect of a player's marital status on his number of followers. In order to do so, the non-parametric t-test, the Mann-Whitney, was used to calculate if there was a significant difference between the two groups of players.

However, the number of followers varied greatly among the players and were not normally distributed. The distribution of the players' followers was as follows: 417 players had between 0-1.3 million followers, 22 players with followers between 1.3-2.6 million followers, 11 players between 2.6-3.9 million, and three players with followers between 3.9 and 5.2 followers. The remaining NBA players not represented in these levels are sporadically distributed throughout

the 1.3 million follower increments, with the top player earning 24 million followers more than the next player. Because of this unequal distribution of number of followers, a Mann-Whitney test was used to calculate if there was a significant difference between the two independent groups. The number of profiles the NBA players were following were also unequally distributed. While 413 players followed 0-14,000 profiles, one player follows between 252,000-266,000, and another between 616,000-630,000, representing the unequal distribution of the NBA players' number of Instagram followers. Again, because of this distribution, the non-parametric t-test, the Mann-Whitney test, was used to calculate the results.

The results of the Mann-Whitney test revealed a statistically significant ($U = 12,447.5$, $p = .00$, $r = .14$) higher number of Instagram followers of married NBA players ($M rank = 267.56$) when compared to the Instagram followers for non-married NBA players ($M rank = 219.55$). Therefore, the marital status of an NBA player positively correlates to the number of the player's followers on Instagram (see Table 4.4). However, the number of Instagram profiles the NBA players are following were not statistically significant ($U = 14,779$, $p = .37$, $r = .6731$) between married players ($M rank = 216.87$) and non-married players ($M rank = 231.16$). See Table 4.5 for more information regarding the results of the Mann-Whitney test for the number of profiles the players are following on Instagram.

Table 4.4

Mann-Whitney test of NBA player marital status and number of Instagram followers

| | | Ranks | | Total |
|----------------------------------|-------------|--|-----------|-----------|
| | | N | Mean Rank | Ranks |
| Players' # of Followers | Married | 85 | 267.56 | 22,742.50 |
| | Not Married | 371 | 219.55 | 81,453.50 |
| Total | | 456 | | |
| <i>Statistically significant</i> | | $U = 12,447.5$, $p = .00$, $Z = -3.03$, $r = .14$ | | |

Table 4.5

Mann-Whitney test of NBA player marital status and number of profiles they are following on Instagram

| | | Ranks | | Total |
|--------------------------------------|-------------|---|-----------|-----------|
| | | N | Mean Rank | Ranks |
| Players' # of Following | Married | 85 | 216.87 | 18,434.00 |
| | Not Married | 371 | 231.16 | 85,762.00 |
| Total | | 456 | | |
| <i>Not statistically significant</i> | | $U = 14,779$, $p = .37$, $Z = -.90$, $r = .6731$ | | |

Out of the 479 active NBA players, as noted in Table 4.6, 93 (19%) could be confirmed to have a wife, while 311 (65%) made no indication of a romantic relationship, and the remaining indicated a relationship with a girlfriend, fiancé, or an otherwise unclassified relationship status (e.g., “bae,” “wifey,” “partner,” “ride or die,” “my queen”). When further assessing the demographics of the NBA players as it relates to their self-identified relationship status, on average, married players are at least three years older than those not married. The exception are the NBA players that do not have an Instagram and a relationship could not be confirmed, who are on average, about a half year older than those married.

Table 4.6

NBA Player's relationship status with personal statistics

| NBA player relationship status claimed on IG | Totals | % of total players | Average Age | Average number of years in NBA |
|--|---------------|---------------------------|--------------------|---------------------------------------|
| Married | 93 | 19% | 30.63 | 8.47 |
| No wife or relationship | 311 | 65% | 24.9 | 3.05 |
| Girlfriend indicated | 54 | 11% | 24.89 | 3.17 |
| Fiancé indicated | 14 | 3% | 27.57 | 6.71 |
| Player has no profile & no relationship can be confirmed | 6 | 1% | 31.2 | 9.8 |
| Totals | 478 | 100% | 26.17 | 4.3 |

NBA wives' & their Instagram profiles. Along with the NBA players' use and followership on Instagram, for the purpose of this study, it was also imperative to evaluate the use of Instagram by the player's wives. Table 4.7 shows that out of the 93 wives that could be confirmed by their husbands on Instagram, 50 (54%) had a public Instagram profile, 18 (19%) had a private account, and 25 (27%) did not have an account or an account could not be found.

Table 4.7

NBA wives' Instagram profile status

| | (n) | % |
|--|-----------|-------------|
| (1) NBA Wife Public IG Profile | 50 | 54% |
| (2) NBA Wife Private IG Profile | 18 | 19% |
| (3) NBA Wife No IG Profile | 25 | 27% |
| Total | 93 | 100% |
| <i>Total inaccessible wives on Instagram (all 2 & 3)</i> | <i>43</i> | <i>46%</i> |

RQ1b, RQ1c: NBA wives' & husbands' profile statistics by wives' profile status. To further evaluate the use of public and private profiles for self-censorship by NBA wives, comparing wife's profiles statistics can confirm her use of a private profile to have a smaller audience on social media. Public profiles had an average of 605,483 followers, while private profiles had a much smaller audience of an average of 2,877 followers. The wives with private profiles also followed a smaller number of profiles ($M = 617$) than those with a public profile ($M = 771$). Table 4.8 provides the complete information regarding the profile statistics based on profile status of the NBA wives.

Table 4.8

NBA wives' Instagram profile statistics by profile status

| | Average Followers | Average Profiles Following |
|-----------------|-------------------|----------------------------|
| Public Profile | 605,483 | 771 |
| Private Profile | 2,877 | 617 |
| All NBA Wives | 503,348 | 682 |

As with the NBA players' profile statistics, the NBA wives profile statistics were also not equally distributed (see Figure 4.1 and Figure 4.2) and therefore, required the use of a non-parametric test.

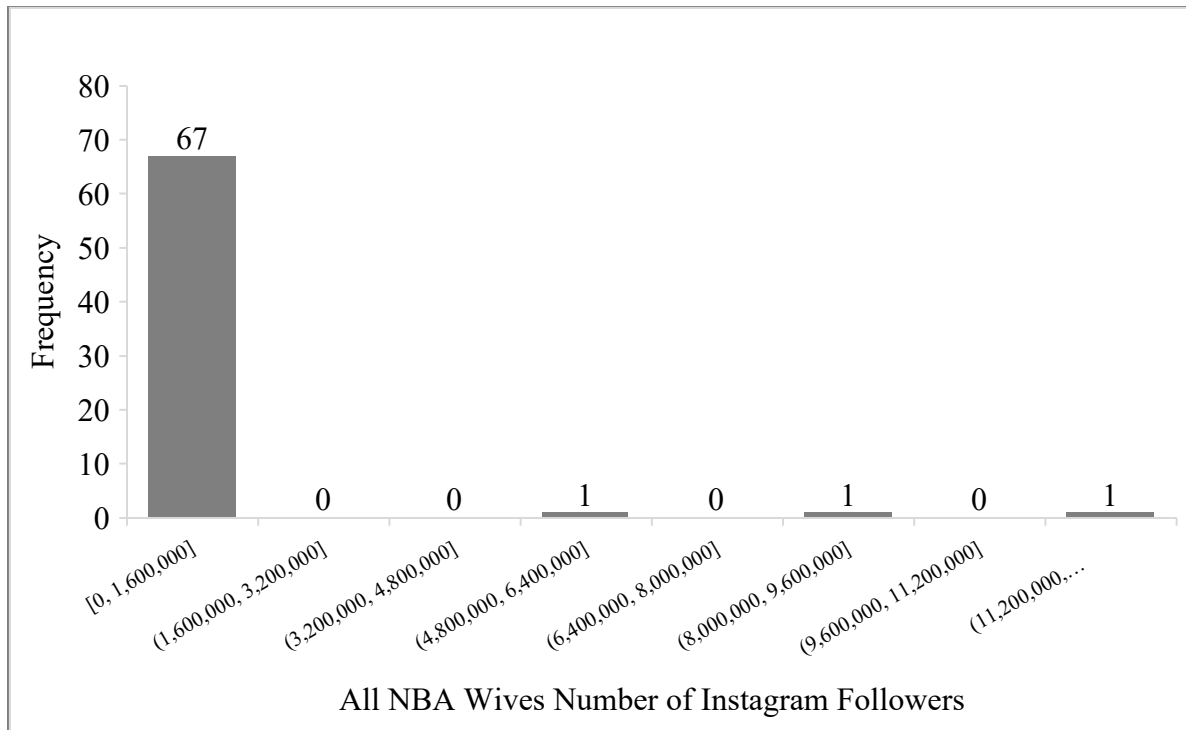


Figure 4.1 Distribution of all NBA wives' Instagram followers

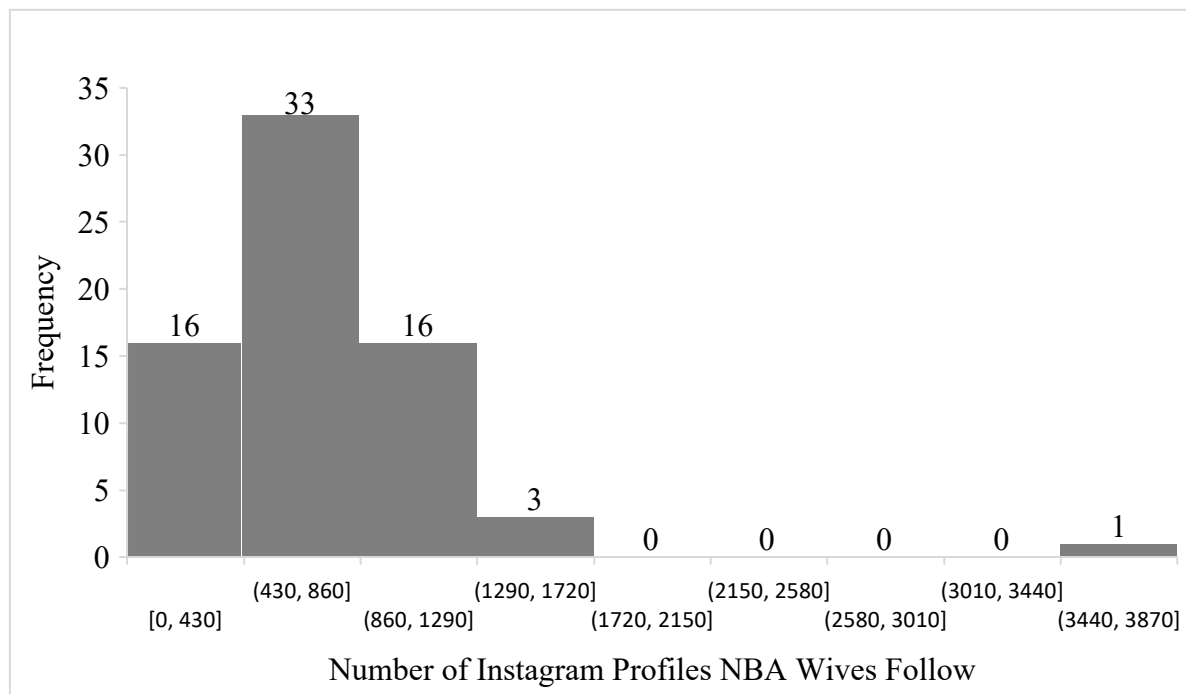


Figure 4.2 Distribution of all NBA wives' Instagram profiles following

The Mann-Whitney test was utilized to evaluate the relationship of the NBA wives' profile statistics and other demographic data. When tested, the Mann-Whitney test showed a statistically significant ($U = 91, p = .00, r = .605$) higher number of Instagram followers for the wives that have a public Instagram profile ($M \text{ rank} = 41.68$) when compared to the wives that have a private Instagram profile ($M \text{ rank} = 14.56$). However, there was not a statistically significant difference ($U = 388, p = .39, r = 0.1049$) in the number of profiles the wives were following based on if they held a public ($M \text{ rank} = 35.74$) or private profile ($M \text{ rank} = 31.06$). See Tables 4.9 and 4.10 for complete information regarding the Mann-Whitney test.

Table 4.9

Mann-Whitney test of difference of NBA wives' number of Instagram followers based on if they have a public Instagram account

| | | Ranks | | Total Ranks |
|----------------------------------|--------------------------|--|-----------|-------------|
| | | N | Mean Rank | |
| Wives' # of Followers | Wife has Public Profile | 50 | 41.68 | 2084.00 |
| | Wife has Private Profile | 18 | 14.56 | 262.00 |
| | Total | 68 | | |
| <i>Statistically significant</i> | | $U = 91, p = .00, Z = -4.99, r = .605$ | | |

Table 4.10

Mann-Whitney test of difference of NBA wives' number of profiles following based on if they have a public Instagram account

| | | Ranks | | Total Ranks |
|--------------------------------------|--------------------------|--|-----------|-------------|
| | | N | Mean Rank | |
| Wives' # of Following | Wife has Public Profile | 50 | 35.74 | 1787.00 |
| | Wife has Private Profile | 18 | 31.06 | 559.00 |
| | Total | 68 | | |
| <i>Not statistically significant</i> | | $U = 388, p = .39, Z = -.86, r = 0.1049$ | | |

When evaluating the effect of the wife's profile status on the husband's profile statistics, both tests proved statistically significant. When testing the relationship between the wife's profile status (public or private) and the husband's number of followers, the Mann-Whitney test showed that the husbands of wives with public profiles have statistically significant ($U = 248.50$, $p=.01$, $r = 0.3033$) more followers ($M rank = 36.93$) than those that wives have a private profile ($M rank = 23.62$). There is also significantly more ($U = 268.50$, $p=.03$, $r = 0.6285$) profiles that the husband is following when evaluating the difference based on when his wife has a public profile ($M rank = 36.52$) as compared to when she has a private profile ($M rank = 24.79$). See Tables 4.11 and 4.12 for the Mann-Whitney test for the total number of NBA players Instagram followers and profiles following based on his wife's Instagram profile status.

Table 4.11

Mann-Whitney test of difference of NBA players' number of Instagram followers based on if their wives have a public Instagram account

| | | Ranks | | |
|----------------------------------|--------------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of Followers | Wife has Public Profile | 49 | 36.93 | 1809.50 |
| | Wife has Private Profile | 17 | 23.62 | 401.50 |
| | Total | 66 | | |
| <i>Statistically significant</i> | | $U = 248.50$, $p=.01$, $Z = -2.463$, $r = 0.3033$ | | |

Table 4.12

Mann-Whitney test of difference of NBA players' number of profiles they are following on Instagram based on if their wives have a public Instagram account

| | | Ranks | | |
|----------------------------------|--------------------------|---|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of Following | Wife has Public Profile | 49 | 36.52 | 1,789.50 |
| | Wife has Private Profile | 17 | 24.79 | 421.50 |
| | Total | 66 | | |
| <i>Statistically significant</i> | | $U = 268.50$, $p=.03$, $Z = -2.17$, $r = 0.6285$ | | |

Change in wives' profile status. Over the course of the study, an unanticipated finding was the change in profile status for some of the NBA wives. In the league's off-season, six wives changed their public profiles to private, two changed to public, and the other two profiles were identified as NBA wife profiles. The additional two profiles could not be confirmed previously as NBA wives because one profile is named for the medical spa company she runs and couldn't be confirmed until after profile research was completed. The other additional profile identified could not be confirmed as an NBA wife previously because her profile was not identified on her husband's Instagram profile or otherwise until after the time of research on the profiles.

However, further research of the other eight wives that changed the status of their profile revealed commonalities among their NBA player-husbands. All six wives that changed their profile from public to private were free agents in the off-season, working towards securing a roster spot for the next season at their current or new team. The two wives that changed from private to public were private during the time in which their husbands were being traded to a new team, and became public sometime after which the new contract was finalized. These

unanticipated adjustments to the wives' profiles will be further discussed in the discussion chapter.

RQ1d: NBA wives' profile statistics based on wives' career status. Additionally, the use of social media for the wives' own career is another variable to consider in evaluating the sport wives' self-presentation. The NBA wives that had their own public careers also had the largest average of followers on Instagram ($M=2,830,450$), while those without a public career had the least number of average followers ($M=15,630$). However, the wives that did not have a public career followed the most profiles ($M=1,095$). Another variable assessed was the wives' use of their husband's career as a way to have their own public career, such as professional sport partners that participate in reality shows such as *Basketball Wives*. However, none of the NBA wives held a public career that originated from their relationship with their husband, dispelling the WAGS stereotype portrayed through reality television shows.

Table 4.13

NBA wives' Instagram profile/career status for entire NBA wife population

| NBA Wife Career Status | (n) | % |
|---|------------|-------------|
| Wife has verified, public profile and her own public career* | 10 | 11% |
| Wife has verified, public profile, but no public career | 3 | 3% |
| Wife has public profile, manages a blog | 8 | 9% |
| Wife has public profile but no verified profile, no public career, and no blog | 29 | 31% |
| Wife has private profile but no verified profile, no public career, and no blog (that can be confirmed)** | 18 | 19% |
| Wife has no Instagram profile or profile could not be found** | 25 | 27% |
| Total | 93 | 100% |

Notes: *All wives that had their own public career had a verified profile and therefore, from hereon will be referred to as "wife with public career."

**Wives that are Inaccessible on Instagram

NBA wives as bloggers. During the coding and analysis phase of the study, it was observed that 22% (n=8) of all NBA wives managed online blogs. Within the current study, 31% (n=4) of the profiles that were non-verified NBA wives represented in the study managed an online lifestyle blog. Because there were multiple wives that held this same type of social media driven career, wives that manage blogs were also categorized separately to assess the effect of blog management on the presentation of NBA wives on Instagram. Although reliant upon social media for marketing, blogs are not housed on social media, but rather, managed on their own website. The wives' management of a lifestyle blog is an important distinction to make from non-blogging wives because social media profiles are a crucial aspect of the marketing and management of the blog brand (Duffy & Hund, 2015). Therefore, the management of an online blog may have an effect on the wife's Instagram content and self-presentation. Although not originally intended, it allowed for further investigation of the NBA wife, her self-presentation, and her use of social media and internet content to pursue her own interests and hobbies while also working for and with the demands of their husband's two-person sport career. Wives that managed blogs had an average of 37,928 followers, placing these wives with more followers than the traditional wives ($M = 10,105$) wives but much less than wives with a public career ($M = 2,830,450$). However, bloggers had the least amount of profiles they followed with a mean of 634. See Table 4.14 for complete information regarding profiles statistics as it relates to their career status. An important note of clarification and future ease of reading, the category of women identified in Table 4.14 as the 'non-public career/verified profile/blogger wives' herein will be referred to as 'traditional wives.' This is not to assert any judgements or assumptions on the couples' values, but rather to identify the marriages that emulate the structure that is identified by Strong & Cohen's (2014) definition of family, in which the wife's main family role

is to the marriage and family while the husband is the main breadwinner. This is not to imply that the wives in these categories don't have their own careers, education, or other opportunities to work privately through paid or unpaid work outside of the sport career. Rather, for the sake of this work, this group of women is only identified as such as it relates to the other categories of women present in this study. Therefore, because the other three categories of NBA wives have distinguishable public audiences through their career or verified profile, this category of women will be identified as noted.

Table 4.14

NBA wives' Instagram profile statistics by career status for study population

| NBA Wives by Career Type | (n) | Average Followers | Average Profiles Following |
|---|------------|--------------------------|-----------------------------------|
| Public Career | 10 | 2,830,450 | 921 |
| Verified Profile, but no Public Career | 3 | 419,033 | 842 |
| Bloggers | 4 | 15,064 | 1637 |
| Non-Public Career/Verified Profile/Blogger Wives* | 9 | 10,105 | 486 |
| Total wives in study | 26 | 818,663 | 971 |

*Note: *This category of women represent the wives in the study that hold a more traditional role within the marriage and in the two-person career by not having a public career, verified profile, or a blog. Therefore, for the current investigation this category of wives is referred to as 'traditional' wives.*

As with the previous populations being evaluated, the sample of NBA wives represented within the study, along with their respective husbands, do not have normal distributions for their Instagram follower counts and profiles following counts. (Although shared previously for entire population of NBA husbands and wives, figures showing the distribution of counts for followers

and profiles following for the couples in the study can be found in Appendix F.) Therefore, Mann-Whitney tests were completed to test for statistical differences between the wives' Instagram followers based on her career type. Table 4.15 provides a summary of each Mann-Whitney test performed for the designated wife career type. However, the full results for each individual test can be found in Appendix G within its designated table.

There was a significant positive relationship ($U = 10$, $p=.00$, $r = 0.7239$) confirmed between the wives' number of Instagram followers for wives with their own public careers ($M rank = 20.50$) when compared to those that did not have a public career ($M rank = 9.13$) The traditional wives also found a significant relationship ($U = 11$, $p=.00$, $r = 0.6921$) with their number of followers, although they were found to have fewer followers ($M rank = 6.22$) than the wives in the other categories ($M rank = 17.35$). However, there was no significant relationship found for the number of followers and the wives who held a verified profile but no public career ($U = 22$, $p=.32$, $r = 0.1975$) or the wives that manage their own personal blog ($U = 27$, $p = .22$, $r = 0.2366$) when compared to the other categories of wives.

Table 4.15

Mann-Whitney test of difference of significance for number of NBA wives' followers on Instagram by NBA wife career type

| NBA Wives by Career Type | Wife Average IG followers | Mann-Whitney Significance Test | Table Appendix Number |
|---------------------------------------|---------------------------|-----------------------------------|-----------------------|
| Public Career | 2,830,450 | $U = 10$, $p=.00$, $r = 0.7239$ | Appendix G-1 |
| Verified Profile, No Public Career | 419,033 | No significance | Appendix G-2 |
| Bloggers | 15,064 | No significance | Appendix G-3 |
| Traditional Wives | 10,105 | $U = 11$, $p=.00$, $r = 0.6921$ | Appendix G-4 |
| Overall Average | 818,663 | | |

Mann-Whitney tests were also completed to test for statistical differences between the wives' total count of profiles following based on her career type. Table 4.16 provides a summary of each Mann-Whitney test performed for the designated wife career type. However, the full results for each individual test can be found in Appendix H within its designated table.

There was a positive significant relationship ($U = 14$, $p = .00$, $r = 0.6603$) found for the traditional wives ($M rank = 17.18$) when compared to the remaining wives ($M rank = 6.56$), indicating that the traditional wives follow more profiles on Instagram than the other wives. However, there was not a significant relationship between the number of profiles the wives are following based on if wives have public career ($U = 49$, $p = .10$, $r = 0.3209$), wives have a verified profile but no public career ($U = 24$, $p = .40$, $r = 0.1643$), or manage a blog ($U = 23$, $p = .14$, $r = 0.2933$).

Table 4.16

Mann-Whitney tests of significance for NBA wives' number of profiles following based on NBA wife career type

| NBA Wives by Career Type | Wife Average IG profiles following | Mann-Whitney Test Significance | Table Appendix Number |
|------------------------------------|------------------------------------|-------------------------------------|-----------------------|
| Public Career | 842 | No significance | Appendix H-1 |
| Verified Profile, No Public Career | 1637 | No significance | Appendix H-2 |
| Bloggers | 486 | No significance | Appendix H-3 |
| Traditional wives | 971 | $U = 14$, $p = .00$, $r = 0.6603$ | Appendix H-4 |
| Overall Average | 842 | | |

RQ1e: NBA husband's profile statistics based on wife career status. In order to continue to evaluate the wife's effect on her husband's two-person, sport career, evaluating the relationship between her career status and his Instagram profile statistics is imperative. Mann-Whitney tests were completed to test for statistical differences between the husbands' Instagram followers based on his wife's career type. Table 4.17 provides a summary of each Mann-Whitney test performed for the designated wife career type. However, the full results for each individual test can be found in Appendix I within its designated table.

There was no significant relationship found between the husband's follower counts for the couples in which the wife had a public career ($U = 59$, $p = .27$, $r = 0.2168$), the wife had a verified profile but no public career ($U = 42$, $p = .89$, $r = 0.1183$), and the wife managed a blog ($U = 42$, $p = .89$, $r = 0.0316$). However, there was a statistically significant difference found for the husbands' number of followers when his wife was a traditional wife ($M rank = 8.78$) when compared to the rest of the wife categories ($M rank = 16$). The husbands of the traditional wives tend to have fewer followers than the husbands' that have wives in the other categories.

Table 4.17

Mann-Whitney test of significance for number of NBA players' Instagram followers by NBA wife career type

| NBA Wives Career Type | Husband's Average IG Followers | Mann-Whitney Test Significance | Table Appendix Number |
|------------------------------------|--------------------------------|-------------------------------------|-----------------------|
| Public Career | 5,130,170 | Not significant | Appendix I-1 |
| Verified Profile, No public career | 18,406,000 | Not significant | Appendix I-2 |
| Bloggers | 537,800 | Not significant | Appendix I-3 |
| Traditional Wives | 212,822 | $U = 34$, $p = .02$, $r = 0.4494$ | Appendix I-4 |
| Overall Average | 6,071,698 | | |

Mann-Whitney tests were completed to test for statistical differences between the number of husbands' profiles following on Instagram based on his wife's career type. Table 4.18 provides a summary of each Mann-Whitney test performed for the designated wife career type. However, the full results for each individual test can be found in Appendix J within its designated table. The Mann-Whitney test results show no significant difference in the number of profiles that the NBA players were following based on his wife's career.

Table 4.18

Mann-Whitney test of significance for NBA players' profiles following on Instagram by NBA wife career type

| NBA Wives Career Type | Husband's Average Profiles Following | Mann-Whitney Significance Test | Table Appendix Number |
|------------------------------------|---|---------------------------------------|------------------------------|
| Public Career | 825 | Not significant | Appendix J-1 |
| Verified Profile, No public Career | 378 | Not significant | Appendix J-2 |
| Wife has blog | 449 | Not significant | Appendix J-3 |
| Traditional wives | 818 | Not significant | Appendix J-4 |
| Overall Average | 618 | | |

Units of Analysis General Data Results

The initial profile research revealed 50 NBA wives with public profiles, 13 (26%) of which have verified profiles. Out of the 37 remaining, non-verified profiles, 13 were randomly selected to be included in the study, resulting in a total of 26 Instagram profiles of NBA wives. With 100 posts from each profile, a total of 2,600 posts were extracted and analyzed. Due to the variance in number of pictures and written content for each post, a total of 6,286 unit of analyses

were extracted, coded, and analyzed. The most common type of unit of analysis was photos (n=3460), followed by captions (n=2381), and videos (n=445). See Table 4.19 for complete breakdown of all of the unit of analyses.

Table 4.19

Unit of analyses content type

| Content Type | Totals | % of all UOA |
|-------------------------------------|---------------|---------------------|
| (1) Captions | 2381 | 38% |
| (2) Pictures | 3460 | 55% |
| (3) Videos | 445 | 7% |
| Total | 6286 | 100% |
| <i>All Visual Content (2&3)</i> | <i>3905</i> | <i>62%</i> |

Research Question 2

The second research question of the study asks common patterns of self-presentations utilized by the wives of NBA players on their public Instagram profiles, along with the most common combination codes used together. While the combination code (n=962, 15.30%) was the most common code category, the combination codes will be assessed in the results represented in the secondary question of RQ2. After the combination code category indicating multiple coding categories for one unit of analysis, the most common self-presentation code was the wife's role as a parent (n=907, 14.43%). The next most prevalent coding category was extended friends and family (n=697, 11.09%), followed by selfies (n=611, 9.72%), wife's own career ambitions (n=559, 8.89%), and pop culture (n=459, 7.30%). Among the least prevalent coding categories were wife as an instigator (n=1, .02%), wife being sexually suggestive (n=4, .06%), and wife experiencing adversity (n=5, .08%). The entire list and code category distribution can be found in Table 4.20.

Table 4.20

Distribution of codes across all unit of analyses

| Code Category | n | % |
|---|-------------|----------------|
| Combination | 962 | 15.30% |
| Wife in her role as a parent | 907 | 14.43% |
| Extended Family & Friends | 697 | 11.09% |
| Selfie | 611 | 9.72% |
| Wife's own career ambitions | 559 | 8.89% |
| Wife in pop culture | 459 | 7.30% |
| Wife in her relationship to her husband | 422 | 6.71% |
| Philanthropy, social activism, faith, encouragement | 324 | 5.15% |
| Wife as an agent in the 2-person career | 290 | 4.61% |
| Traveling | 251 | 3.99% |
| Celebrating an event/holiday | 246 | 3.91% |
| Mood/feelings | 179 | 2.85% |
| Other | 123 | 1.96% |
| Pets/animals | 98 | 1.56% |
| Physical activity | 75 | 1.19% |
| Food | 73 | 1.16% |
| Wife experiencing adversity | 5 | 0.08% |
| Wife being sexually suggestive | 4 | 0.06% |
| Wife as an instigator | 1 | 0.02% |
| Totals | 6286 | 100.00% |

To evaluate if there was a difference in self-presentation for the different content types, the frequency of each code category was found for each type of content. The results of the test revealed that the parental role coding category and the combination category were prevalent in all three content types. As the most prevalent coding categories for all unit of analyses, it is to be expected that these coding categories would be represented in each content type category. However, the service and faith coding category was found most prevalent in the text category, with the agent in two-person career was found most prevalent with videos. The latter reflects the effects of the partnership between the NBA and Instagram, as the NBA often uses the social

media site to share game highlights and other promotional videos, as previously discussed in Chapter 3. While not a requirement for the wives to post such content, in doing so, they are participating in the intended functions of the partnership. The common portrayal of faith and philanthropy based code within the text content was observed more than the other content categories, indicating that NBA wives commonly used their captions to provide positive encouragement, social advocacy, and community service. The prevalent code categories found in the photos found the majority pictures were mostly of people, mainly themselves, their children, extended family and friends, and their husbands. See Table 4.21 for the complete list of the five most prevalent code categories for each type of content.

Table 4.21

Top five most prevalent coding categories by content type

| | Text | | Photo | | Video | |
|-------------|-------------------------------|----------|-------------------------|----------|--------------------------|----------|
| Rank | Code Category | n | Code Category | n | Code Category | n |
| 1 | Combination | 408 | Selfie | 582 | Parental Role | 101 |
| 2 | Parental Role | 275 | Parental Role | 531 | Combination | 70 |
| 3 | Wife's Own Career | 274 | Ext. family/friends | 518 | Wife's Own Career | 64 |
| 4 | Pop Culture | 244 | Combination | 484 | Pop Culture | 38 |
| 5 | Faith/ Service/ Encouragement | 185 | Relationship to Husband | 291 | Agent in 2-person Career | 35 |

The secondary question of RQ2 asked of the most common code categories that are used in combination by the NBA wives. As the most prevalent code category found in the data (n=962, 15.30%), the results of this analysis are crucial to fully understanding the most common self-presentations utilized by NBA wives. The results of the chi-square analysis ($\chi^2=2867.31$, $p = .00$, $df=238$) are shown below in Table 4.22, indicating the number of instances in which the

codes were used together. The code categories are represented by their numerical label, placed in the rows and columns of the cross tabulation table. The most common combinations were identified by observing any combination that was observed in more than 50 instances and are indicated as such within the table and further in Table 4.23, Table 4.24, and Table 4.25. The full list of coding categories and their corresponding numerical label can be found in the codebook in Appendix D.

Table 4.22

Common portrayals used in combination

| Content types used in combination | | | | | | | | | | | | | | | | | |
|-----------------------------------|------------|----|---|----|----|----|---|----|----|----|----|----|-----|-----------|----|----|--------|
| | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | Totals |
| 1 | 194 | 1 | 2 | 10 | 14 | 1 | 0 | 3 | 1 | 0 | 3 | 2 | 44 | 42 | 8 | 0 | 325 |
| 2 | | 43 | 0 | 23 | 39 | 8 | 0 | 1 | 1 | 1 | 6 | 3 | 28 | 79 | 11 | 4 | 247 |
| 3 | | | 0 | 3 | 11 | 0 | 0 | 14 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 31 |
| 4 | | | | 5 | 0 | 0 | 0 | 3 | 8 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 18 |
| 5 | | | | | 20 | 0 | 0 | 14 | 1 | 4 | 6 | 9 | 1 | 4 | 3 | 13 | 75 |
| 6 | | | | | | 1 | 0 | 22 | 22 | 1 | 1 | 0 | 4 | 0 | 0 | 8 | 59 |
| 7 | | | | | | | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 1 | 0 | 5 |
| 8 | | | | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 9 | | | | | | | | | 0 | 1 | 3 | 9 | 32 | 82 | 2 | 2 | 131 |
| 10 | | | | | | | | | | 1 | 0 | 4 | 21 | 9 | 1 | 0 | 36 |
| 11 | | | | | | | | | | | 0 | 1 | 0 | 3 | 0 | 1 | 5 |
| 12 | | | | | | | | | | | | 1 | 1 | 3 | 1 | 1 | 7 |
| 13 | | | | | | | | | | | | | 3 | 0 | 0 | 0 | 3 |
| 14 | | | | | | | | | | | | | | 1 | 0 | 0 | 1 |
| 15 | | | | | | | | | | | | | | | 8 | 2 | 10 |
| 16 | | | | | | | | | | | | | | | | 0 | 0 |
| Totals | 194 | 44 | 2 | 41 | 84 | 10 | 0 | 57 | 34 | 8 | 22 | 29 | 136 | 226 | 35 | 31 | 953 |

Note: The code categories for the most common presentation combinations are bolded. The numerical labels represented are as follows: 1= the wife in relation to her husband, 2=the wife in relation to her children/parental role, 9= her role in relation to her extended family and friends, and 15= celebration of holidays or special events. For the complete list of the coding categories, see Appendix D.

Three pairs were observed more frequently than others, including (1) code 1- wife in relation to her husband and code 2- wife in her role as a parent (f=194), (2) code 9- extended friends and family and code 15- celebrating an event/holiday (f=82), and (3) and code 2- wife in her role as a parent and code 15- celebrating an event/holiday (f=79). Given the three combination pairs that were used much more frequently than others, each pair was further evaluated using chi-square analysis to ensure significant results. The crosstab for each combination can be found in Tables 4.23, 4.24, 4.25, respectively.

Table 4.23

Chi-square crosstab for combination pair 'role as a wife' and 'role as a parent'

| | | (2) Role as a parent | | Total |
|----------------------------------|-----|-------------------------------|------------|-------|
| | | No | Yes | |
| (1) Role as a wife | No | 389 | 248 | 637 |
| | Yes | 131 | 194 | 325 |
| Total | | 520 | 442 | 962 |
| <i>Statistically significant</i> | | $\chi^2=37.34, p = .00, df=1$ | | |

Table 4.24

Chi-square crosstab for combination pair 'extended family & friends' and 'celebrating an event/holiday'

| | | (15) Celebrating an event/holiday | | Total |
|----------------------------------|-----|-----------------------------------|-----------|-------|
| | | No | Yes | |
| (9) Extended family and friends | No | 619 | 154 | 773 |
| | Yes | 107 | 82 | 189 |
| Total | | 726 | 236 | 962 |
| <i>Statistically significant</i> | | $\chi^2=45.16, p = .00, df=1$ | | |

Table 4.25

Chi-square crosstab for combination pair 'wife as a parent' and 'celebrating an event/holiday'

| | | (15) Celebrating an event/holiday | | |
|----------------------------------|-----|-----------------------------------|-----------|-------|
| | | No | Yes | Total |
| (2) Wife in her role as a parent | No | 363 | 157 | 520 |
| | Yes | 363 | 79 | 442 |
| Total | | 726 | 236 | 962 |
| <i>Statistically significant</i> | | $\chi^2=19.58, p = .00, df=1$ | | |

Research Question 3

The third research question inquiries about how often NBA wives include their husbands and themselves within their Instagram posts, as well as how often their husbands' profiles are tag in the posts. Additionally, the sub questions serve to evaluate the differences in inclusion and tag rate based on the wives' career type.

RQ3a: Husband inclusion rates. For all unit of analyses, the husband was included in the content 15% of the time (n=963). When separated by content type, the husband is included most commonly in pictures (n=753, 21.76%) and videos (n=445, 18%). Only 5.42% (n=129) of text content included the husband. When combining visual content (i.e., pictures and videos), 21% (n=834) of the content includes the husband. See Table 4.26 for the complete information regarding husband inclusion rates.

Table 4.26

Husband inclusion rates by content type

| Content Type | Husband Included | Husband Not Included | Total | % |
|-------------------------------------|-------------------------|-----------------------------|--------------|------------|
| (1) Text | 129 | 2252 | 2381 | 5.42% |
| (2) Picture | 753 | 2707 | 3460 | 21.76% |
| (3) Videos | 81 | 364 | 445 | 18% |
| Totals | 963 | 5323 | 6286 | 15% |
| <i>All Visual Content (2&3)</i> | <i>834</i> | <i>3071</i> | <i>3905</i> | <i>21%</i> |

To evaluate if the wife's career has an effect on including her husband in her presentation on Instagram, a chi-square analysis was conducted to test for any statistically significant relationships. Table 4.27 provides a summary of chi-square tests performed for the designated wife career type. However, the full results and crosstab charts for each individual test can be found in Appendix K within its designated table.

There was not a significant relationship found between wives holding their own public career ($\chi^2 = 2.41, p = .12, df = 1$) or for the wives that have a verified profile but no public career ($\chi^2 = 1.04, p = .32, df = 1$). However, NBA wives that manage blogs were found to include their husbands statistically significant ($\chi^2 = 96.67, p = .00, df = 1$) less than expected. On the other hand, traditional wives were found to include their husband statistically more often than expected ($\chi^2 = 22.53, p = .00, df = 1$).

Table 4.27

Chi-square test of significance for husband inclusion rates on NBA wives' Instagram profiles by NBA wife career type

| NBA Wives by Career Type | Average Inclusion Rate | Chi-Square Significance Test | Table Appendix Number |
|------------------------------------|-------------------------------|-------------------------------------|------------------------------|
| Public Career | 16% | No significance | Appendix K-1 |
| Verified Profile, No Public Career | 17% | No significance | Appendix K-2 |
| Bloggers | 4% | $\chi^2=96.67, p = .00, df=1$ | Appendix K-3 |
| Traditional wives | 18% | $\chi^2=22.53, p = .00, df=1$ | Appendix K-4 |
| Overall Average | 15% | | |

RQ3b: Husband tag rates. Another manner to evaluate how often NBA wives include their husband in their Instagram posts is to evaluate the rate in which the husband's Instagram profile is tagged in each unit of analysis. While the previous method evaluated husband's inclusion, tagging the husband's profile consists of the wife linking his Instagram profile either by including a link on the visual content or by writing the husband's Instagram handle in the text (e.g., @kingjames) that will turn blue and redirect the user to his profile if clicked on. Additionally, all the visual content he is tagged in a public profile will also be visible on the player's profile under the "tagged" tab on his Instagram profile page. Because an Instagram's tagged post ends up on the profile of the person tagged, tagging another profile allows for the opportunity for increased connection by way of click-through compared to the simple inclusion of the person within the content without a profile tag. Within the study, only 11% (n=679) of all unit of analyses included a tag to the husband's Instagram profile. Most commonly, the husband's profile is tagged in within the wife's pictures (n=539, 16%). Both video and text

content revealed husband's profile tagged only 5% (n=24, n=116 respectively) of the time. All visual content (i.e., pictures and videos) showed a rate of 17% (n=563) of husband's profile tagged by the wife. See Table 4.28 for the complete list of husband's profile tag-rates.

Table 4.28

Husband's profile tag-rates by content type

| Content Type | Husband IG Profile Tagged | Husband IG Profile Not Tagged | Total | % |
|--------------------------------------|----------------------------------|--------------------------------------|--------------|------------|
| (1) Text | 116 | 2265 | 2381 | 5% |
| (2) Picture | 539 | 2921 | 3460 | 16% |
| (3) Videos | 24 | 421 | 445 | 5% |
| Totals | 679 | 5607 | 6286 | 11% |
| <i>*All Visual Content (2&3)</i> | <i>563</i> | <i>3342</i> | <i>3905</i> | <i>17%</i> |

To evaluate if the wife's career has an effect on her choosing to tag her husband's Instagram profile in her own Instagram content, a chi-square analysis was conducted to test for any statistically significant relationships. Table 4.29 provides a summary of chi-square tests performed for the designated wife career type. However, the full results and crosstab charts for each individual test can be found in Appendix L within its designated table.

Table 4.29

Chi-square test of significance for husband Instagram profile tag rates on NBA wives' Instagram profiles by NBA wife career type

| NBA Wives by Career Type | Average Husband IG Profile Tag Rate | Chi-Square Significance Test | Table Appendix Number |
|------------------------------------|-------------------------------------|---------------------------------|-----------------------|
| Public Career | 13% | $\chi^2=16.80, p = .00, df=1$ | Appendix L-1 |
| Verified Profile, No Public Career | 9% | No significance | Appendix L-2 |
| Bloggers | 3% | $\chi^2=58.24, p = .00, df = 1$ | Appendix L-3 |
| Traditional wives | 12% | $\chi^2=4.14, p = .04, df=1$ | Appendix L-3 |
| Overall Average | 11% | | |

There was not a significant relationship ($\chi^2 = 1.533, p = .21, df = 1$) found between wives that had a verified profile but no public career and the frequency in which she tagged her husband. However, there was a statistically significant relationship found for the wives with public careers ($\chi^2 = 16.80, p = .00, df = 1$), as they were found to tag their husband more often than what would be expected. The same was also true for the traditional wives ($\chi^2 = 4.14, p = .04, df = 1$), although they do not tag their husbands quite as often as the wives with public careers. NBA wives who manage a blog also saw a significant relationship ($\chi^2 = 58.24, p = .00, df = 1$) with how often they tag their husbands' profile, but the wives in this category do so far less often than what is expected.

RQ3c: Wife inclusion rate. In contrast, the rate of the wife's inclusion within her own visual data can also provide additional information about the self-presentation of NBA wives on their Instagram profiles. The majority of the photos included the wife (n=2231, 64%) and similar results were found with videos (n=254, 57%). Together, wives were represented in their profile's

visual content (i.e., pictures and videos) at a rate of 64% (n=2485). Refer to Table 4.30 for the complete information regarding the inclusion rates of the wives within their Instagram visual content. Referencing Table 4.21, 582 photos are selfies, identifying 26% of photos that included the wife are pictures that solely include the wife. Comparing wife and husband inclusion rates, wives included themselves 64% of the time in all visual content and included the husband 21% of the time in all visual content.

Table 4.30

Wife inclusion rates for visual content

| Content Type | Wife Included | Wife Not Included | Total | % |
|---------------------|----------------------|--------------------------|--------------|----------|
| Picture | 2231 | 1229 | 3460 | 64% |
| Videos | 254 | 191 | 445 | 57% |
| All Visual Content | 2485 | 1420 | 3905 | 64% |

To evaluate if the wife's career has an effect on how often she included herself within her Instagram content, a chi-square analysis was conducted to test for any statistically significant relationships. Table 4.31 provides a summary of chi-square tests performed for the designated wife career type. However, the full results and crosstab charts for each individual test can be found in Appendix M within its designated table.

There was not a significant relationship ($\chi^2 = .602, p = .44, df = 1$) found between wives that had a public career and the frequency in which she included herself within her content when compared to what is expected. However, there was a statistically significant relationship found for the wives with a verified profile but no public career ($\chi^2 = 53.90, p = .00, df = 1$), as they were found to include themselves much less often than what would be expected. Significant results were also found for the traditional wives ($\chi^2 = 5.90, p = .02, df = 1$), as they were found

to include themselves just slightly more often than expected. But, the NBA wives that manage a blog had the largest wife inclusion rate and were found to statistically significant ($\chi^2 = 21.83, p = .00, df = 1$) include themselves more than what is expected.

Table 4.31

Chi-square test of significance for wife inclusion rates on NBA wives' Instagram profiles by wife career type

| NBA Wives by Career Type | Average Wife Inclusion Rate | Chi-Square Significance Test | Table Appendix Number |
|------------------------------------|-----------------------------|-------------------------------|-----------------------|
| Public Career | 61% | No significance | Appendix M-1 |
| Verified Profile, No Public Career | 44% | $\chi^2=53.90, p = .00, df=1$ | Appendix M-2 |
| Bloggers | 84% | $\chi^2=21.83, p = .00, df=1$ | Appendix M-3 |
| Traditional Wives | 66% | $\chi^2=5.90, p = .02, df=1$ | Appendix M-4 |
| Overall Average | 64% | | |

Research Question 4

The fourth research question inquires on the role of an NBA wife's own career status as it relates to her self-presentation on a public Instagram account.

NBA wives with public careers. With only 93 players identified as married, NBA wives are a small and selective group. NBA wives that also have their own public career are an even smaller group. With only 10 NBA wives that have also found success in their own respective public career, these women are in a unique position of being the first actor in their own two-person career and the second actor in her husband's two-person career. The complexities of the two-person career provides extensive opportunities for further investigation of the role of self-presentation. However, when the husband and wife are both in two-person careers, there are

increased opportunities for evaluation of self-presentation, as the wife's own public career could be strengthened by the use of her Instagram profile. Thus, wives with public careers may utilize their profiles differently from wives that otherwise don't have a public career brand to bolster through social media. Chi-square was utilized for the statistical analysis and proven statistically significant ($\chi^2 = 328.30$, $p = .00$, $df=18$). The analysis shows that when compared to the other wife groups and to what is expected, NBA wives that have public careers are more likely to present themselves as parents, in their own career, and with dual codes than the NBA wives that do not have a public career. On the contrary, they are less likely to post a selfie than NBA wives that do not have a public career. These conclusions, along with full results of the chi-square analysis can be found on Table 4.32. The bolded values represent the most significant finding and the special characters represent whether the value was significantly more or less when compared to the other wife categories and the expected values.

Table 4.32

Chi-square analysis for differences in frame utilization by NBA wives with a public career versus NBA wives without a public career

| Coding Categories | Public Career | No Public Career | Total Expected |
|---|----------------------|-------------------------|-----------------------|
| Wife in her relationship to her husband | 5.5% | 7.6% | 6.7% |
| Wife in her role as a parent | 19.3%^ | 10.9%* | 14.4% |
| Wife as an agent in the 2-person career | 3.5% | 5.4% | 4.6% |
| Wife being sexually suggestive | 0.0% | 0.1% | 0.1% |
| Wife's own career ambitions | 15.4%^ | 4.2%* | 8.9% |
| Wife in pop culture | 6.6% | 7.8% | 7.3% |
| Wife experiencing/overcoming adversity/tragedy | 0.2% | 0.0% | 0.1% |
| Wife as an instigator | <.0% | 0.0% | 0.0% |
| Extended Family & Friends | 8.6% | 12.9% | 11.1% |
| Selfie | 6.1%* | 12.3%^ | 9.7% |
| Food | 0.6% | 1.6% | 1.2% |
| Philanthropy, social activism, faith, encouragement | 3.3% | 6.5% | 5.2% |
| Physical activity | 0.8% | 1.5% | 1.2% |
| Traveling | 2.4% | 5.2% | 4.0% |
| Celebrating an event/holiday | 2.5% | 4.9% | 3.9% |
| Pets/animals | 1.7% | 1.5% | 1.6% |
| Mood/feelings | 2.5% | 3.1% | 2.8% |
| Combination | 18.9%^ | 12.7%* | 15.3% |
| Other | 2.1% | 1.9% | 2.0% |
| Totals | 100.0% | 100.0% | 100.0% |

Note: ^ indicates the value is much higher than what would be expected and the value representing the other wife categories.

* indicates the value is much lower than what would be expected and the value representing the other wife categories

NBA wives with verified accounts. Research Question 4 serves as a way to evaluate the effect of verified Instagram accounts on the self-presentation of NBA wives. Verified profiles indicate an effort to officially confirm the authenticity of the identity of the profile owner by the

verification process required by Instagram. Only 13 of the 50 NBA wives with a public Instagram account have a verified profile, and 10 of them have their own public careers. The remaining three verified, but no-public career wives are a unique subset of the group. Since there are very few instances in which wives were officially verified by Instagram, evaluating the differences in the self-presentation of these wives could lead to a better understanding of the role of a verified profile. Chi-square was utilized for the statistical analysis and proven statistically significant ($\chi^2 = 328.20, p = .00, df=18$). The analysis shows that when compared to what is expected, NBA wives who have a verified profile but do not have a public career are more likely to present themselves as parents, use their profile to share encouragement and philanthropy experiences, and to share content related to celebrations when compared to what is expected. However, they are less likely to discuss their own careers, post a selfie, and present themselves in a combination of ways when compared to what is expected. These conclusions, along with full results of the chi-square analysis, can be found on Table 4.33. The bolded values represent the most significant finding and the special characters represent whether the value was significantly more or less when compared to the other wife categories and the expected values. An important consideration is, of course, that three NBA wives have a verified profile but no public career and reflect an even more specific phenomenon among that of NBA wives.

Table 4.33

Chi-square analysis for differences in frame utilization by NBA wives with a verified profile but no public career versus all other NBA wives

| Coding Categories | Wives with verified profile but no public career | All other wives | Total Expected |
|---|--|-----------------|----------------|
| Wife in her relationship to her husband | 3.60% | 7.10% | 6.70% |
| Wife in her role as a parent | 20.40%^ | 13.60% | 14.40% |
| Wife as an agent in the 2-person career | 4.40% | 4.60% | 4.60% |
| Wife being sexually suggestive | <.00 | 0.10% | 0.10% |
| Wife's own career ambitions | 2.70%* | 9.70% | 8.90% |
| Wife in pop culture | 9.90% | 7.00% | 7.30% |
| Wife experiencing/overcoming adversity/tragedy | <.00 | 0.10% | 0.10% |
| Wife as an instigator | <.00 | 0.00% | 0.00% |
| Extended Family & Friends | 11.90% | 11.00% | 11.10% |
| Selfie | 6.20%* | 10.20% | 9.70% |
| Food | 4.30% | 0.80% | 1.20% |
| Philanthropy, social activism, faith, encouragement | 13.30%^ | 4.10% | 5.20% |
| Physical activity | 0.80% | 1.20% | 1.20% |
| Traveling | 1.40% | 4.30% | 4.00% |
| Celebrating an event/holiday | 7.30%^ | 3.50% | 3.90% |
| Pets/animals | 0.40% | 1.70% | 1.60% |
| Mood/feelings | 2.60% | 2.90% | 2.80% |
| Combination | 9.30%* | 16.10% | 15.30% |
| Other | 1.50% | 2.00% | 2.00% |
| Totals | 100.00% | 100.00% | 100.00% |

*Note: ^ indicates the value is much higher than what would be expected and the value representing the other wife categories, * indicates the value is much lower than what would be expected and the value representing the other wife categories*

NBA wives as bloggers. As mentioned previously, there were four NBA wives that manage an online lifestyle blog within the study. Their use of Instagram was important to

evaluate independently so comparisons could be drawn between the wives with different types of careers and the use of their profiles for the sake of their career. Chi-square was utilized for the statistical analysis and proven statistically significant ($\chi^2 = 501.46, p = .00, df=18$). The analysis shows that when compared to what is expected, NBA wives that manage a blog are more likely to present themselves within their own career and in selfies when compared to what is expected and the wives that do not run a blog. However, they are much less likely to present themselves as a wife, a parent, their extended family and friends, and in more than one frame when compared to what is expected and the wives that do not run a blog. These conclusions, along with full results of the chi-square analysis can be found on Table 4.34. The bolded values represent the most significant finding and the special characters represent whether the value was significantly more or less when compared to the other wife categories and the expected values.

Table 4.34

Chi-square analysis for differences in frame utilization by NBA wives with a blog versus NBA wives without a blog

| Coding Categories | Wives with blog | Wives without blogs | Total Expected |
|---|-----------------|---------------------|----------------|
| Wife in her relationship to her husband | 3.10%* | 7.30% | 6.70% |
| Wife in her role as a parent | 3.00%* | 16.20% | 14.40% |
| Wife as an agent in the 2-person career | 2.50% | 4.90% | 4.60% |
| Wife being sexually suggestive | <.00% | 0.10% | 0.10% |
| Wife's own career ambitions | 13.80%^ | 8.20% | 8.90% |
| Wife in pop culture | 9.90% | 6.90% | 7.30% |
| Wife experiencing/overcoming adversity/ tragedy | 0.10% | 0.10% | 0.10% |
| Wife as an instigator | <.00% | 0.00% | 0.00% |
| Extended Family & Friends | 5.30%* | 12.00% | 11.10% |
| Selfie | 26.70%^ | 7.10% | 9.70% |
| Food | 1.80% | 1.10% | 1.20% |
| Philanthropy, social activism, faith, encouragement | 4.90% | 5.20% | 5.20% |
| Physical activity | 2.30% | 1.00% | 1.20% |
| Traveling | 4.20% | 4.00% | 4.00% |
| Celebrating an event/holiday | 3.50% | 4.00% | 3.90% |
| Pets/animals | 1.00% | 1.60% | 1.60% |
| Mood/feelings | 4.90% | 2.50% | 2.80% |
| Combination | 11.00%* | 16.00% | 15.30% |
| Other | 1.90% | 2.00% | 2.00% |
| Totals | 100.00% | 100.00% | 100.00% |

*Note: ^ indicates the value is much higher than what would be expected and the value representing the other wife categories, * indicates the value is much lower than what would be expected and the value representing the other wife categories*

“Traditional” wives. Thus far, NBA wives with a public career, verified Instagram profile, or a blog have been evaluated against their self-presentation frames. However, another important wife category is those who do not have any such profile or career status. These wives represent the more culturally-traditional wife and thus, from here thereafter will be referred to as “traditional wives.” The previously shared results of frame utilization by career or profile type

has shown a difference in how NBA wives present themselves on Instagram. Given the public nature of their own careers or verified Instagram profiles, it's important to also evaluate the self-presentation of the wives that do not have the influence of such public statuses. Chi-square was utilized for the statistical analysis and proven statistically significant ($\chi^2 = 540.97, p = .00, df=18$). The analysis shows that when compared to what is expected, traditional NBA wives are more likely to present themselves with their husbands and within their role in the two-person career, as well with extended family and friends when compared to what is expected and the other categories of wives. However, they are much less likely to present themselves as a parent or within their own career when compared to what is expected and the other. These conclusions, along with full results of the chi-square analysis can be found on Table 4.35. The bolded values represent the most significant finding and the special characters represent whether the value was significantly more or less when compared to the other wife categories and the expected values.

Table 4.35

Chi-square analysis for differences in frame utilization by NBA wives without a public career, verified profile or personal blog (traditional wives) versus all other wives

| Coding Categories | Traditional wives | All other wives | Total |
|--|----------------------------|----------------------------|----------------|
| Wife in her relationship to her husband | 10.70% [^] | 4.70% | 6.70% |
| Wife in her role as a parent | 10.70% [*] | 16.30% | 14.40% |
| Wife as an agent in the 2-person career | 7.00% [^] | 3.40% | 4.60% |
| Wife being sexually suggestive | 0.10% | 0.00% | 0.10% |
| Wife's own career ambitions | 1.00% [*] | 12.80% [^] | 8.90% |
| Wife in pop culture | 6.30% | 7.80% | 7.30% |
| Wife experiencing/overcoming adversity/tragedy | <.00% | 0.10% | 0.10% |
| Wife as an instigator | 0.00% | <.00% | 0.00% |
| Extended Family & Friends | 16.20% [^] | 8.50% [*] | 11.10% |
| Selfie | 8.80% | 10.20% | 9.70% |
| Food | 0.50% | 1.50% | 1.20% |
| Philanthropy, activism, faith, encouragement | 4.70% | 5.40% | 5.20% |
| Physical activity | 1.30% | 1.10% | 1.20% |
| Traveling | 6.90% | 2.60% | 4.00% |
| Celebrating an event/holiday | 4.70% | 3.50% | 3.90% |
| Pets/animals | 2.00% | 1.30% | 1.60% |
| Mood/feelings | 2.50% | 3.00% | 2.80% |
| Combination | 14.60% | 15.70% | 15.30% |
| Other | 2.00% | 2.00% | 2.00% |
| Totals | 100.00% | 100.00% | 100.00% |

*Note: ^ indicates the value is much higher than what would be expected and the value representing the other wife categories, * indicates the value is much lower than what would be expected and the value representing the other wife categories*

Research Question 5

RQ5: NBA married couple's Instagram profiles & managing co-identity. The final research question (RQ5) seeks to evaluate the profiles of NBA players, their wives, and the intersection of the NBA marriage as it relates to their presence and followership on Instagram.

While previous studies have identified social constructs of the value a wife provides in her

husband's two-person career, evaluating the intersection of marriage, public sport career, and the couple's use of social media is a way to provide quantifiable data regarding the effect of relationship status on the couple personally and professionally. This research question and its subquestions evaluate the differences of profiles statistics between the NBA husband and wife, and the effect that the wife's profile status, her career type, and inclusion rates affect these differences.

Husband to wife. In order to evaluate the effect of the marital relationship on the followership of the wife and husband on their Instagram profiles, the average number of followers of all married NBA players was compared to the average number of all NBA wives. The average number of profiles the players and their wives are following were also assessed.

Table 4.36

Married NBA players and NBA wives profile statistics

| | Average Followers | Average Profiles Following |
|------------------------|--------------------------|-----------------------------------|
| Married NBA Players | 1,597,204 | 3,600 |
| NBA Wives | 439,506 | 730 |
| Overall Average | 1,018,355 | 2,165 |

In order to evaluate if the differences between the husband's number of followers and wife's number of followers was significant, a Wilcoxon signed ranks, non-parametric test was used. As was shown previously, the NBA players' and the NBA player's wives' Instagram followers were not equally distributed and therefore require a non-parametric test. The Wilcoxon non-parametric test is used for two sets of paired data, and in this case, the paired data would be the number of followers for the husband and his wife within the NBA married couples. When all married NBA couples were assessed, there was a statistically significant relationship ($Z = -5.90$,

$p = .00, r = 0.7259$) found in which the NBA players had significantly more followers ($M rank = 33.28$) than his wife ($M rank = 36.20$) This is expected, as the NBA player has a public career that correlates with a higher number of followers on social media, while 46% ($n = 43$) of NBA wives have chosen to be inaccessible on Instagram via a private or no profile. Therefore, it is expected that overall, NBA wives would see fewer number of followers. See Table 4.37 for the full Wilcoxon test.

Table 4.37

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for all married NBA couples

| | Ranks | | Total Ranks |
|--|----------------------------------|-----------|-------------|
| | N | Mean Rank | |
| NBA husband's followers > NBA wife's followers | 61 | 33.28 | 2030.00 |
| NBA wife's followers > NBA husband's followers | 5 | 36.20 | 181.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 66 | | |
| <i>Statistically significant</i> | $Z = -5.90, p = .00, r = 0.7259$ | | |

The differences between the couples' number of profiles following on Instagram was also assessed using the Wilcoxon signed-ranks test. However, there was no significant difference found ($Z = -1.428, p = .15, r = 0.1761$) between the husbands' number of profiles following ($M rank = 32.67$) and the wives' number of profiles following ($M rank = 34.08$). See Table 4.38 for the full Wilcoxon test.

Table 4.38

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for all married NBA couples

| | Ranks | | Total Ranks |
|--|-----------------------------------|-----------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 27 | 32.67 | 882.00 |
| NBA wife's profiles following > NBA husband's profiles following | 39 | 34.08 | 1329.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 66 | | |
| <i>Not statistically significant</i> | $Z = -1.428, p = .15, r = 0.1761$ | | |

RQ5a: Husband to Wife- Profile Status. RQ5a assessed the role of the wife's profile status as it relates to the differences between the husband and wife's profile statistics. While assessing the differences among the NBA player and NBA wife number of followers, wife's profile status is an important distinction to make. While private profiles allow the Instagram user to individually accept or reject followers, a public profile allows for any number of followers with no initial restriction from the profile owner. Therefore, it is valuable to assess, for the wives that choose to not filter their followers, if there is a significant difference of followers for her as opposed to her husband. To evaluate these correlations, the Wilcoxon signed rank test was, again, used to assess if the wife's public Instagram status affected the differences among the NBA player's number of followers and his wife's number of Instagram followers. Again, there was statistically significant relationship ($Z = -4.829, p = .00, r = 0.6899$) in which the NBA players ($M \text{ rank} = 24.95$) had more followers than their wives ($M \text{ rank} = 25.40$) although a much less difference than those seen for all wives, regardless of their public or private Instagram profile. See Table 4.39 for the full Wilcoxon test.

Table 4.39

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for all married NBA couples with a public profile

| | Ranks | | Total Ranks |
|--|-------|-----------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's followers > NBA wife's followers | 44 | 24.95 | 1098.00 |
| NBA wife's followers > NBA husband's followers | 5 | 25.40 | 127.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 49 | | |
| <i>Statistically significant</i> | | $Z = -4.829, p = .00, r = 0.6899$ | |

The differences between the couples' number of profiles following on Instagram based on the couples in which both parties had a public profile was also assessed using the Wilcoxon signed-ranks test. However, there was no significant difference found ($Z = -.429, p = .62, r = 0.0632$) between the husbands' number of profiles following ($M rank = 22.59$) and the wives' number of profiles following ($M rank = 24.52$). See Table 4.40 for the full Wilcoxon test.

Table 4.40

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for all married NBA couples with a public profile

| | Ranks | | Total Ranks |
|--|-------|----------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 22 | 25.59 | 563.00 |
| NBA wife's profiles following > NBA husband's profiles following | 27 | 24.52 | 662.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 49 | | |
| <i>Not statistically significant</i> | | $Z = -.429, p = .62, r = 0.0632$ | |

RQ5b: Husband to wife- inclusion rates. A main objective of the study is to assess how NBA wives self-present on Instagram, along with how they negotiate their identity in a public space, such as social media. As a member of the two-person sport career, managing the co-identity the wives experience with their well-known husbands is an important aspect of how they understand themselves, as well how others understand them. By assessing these interpretations as they relate to the wife's Instagram statistics, there is an opportunity to further understand the effects of this co-identity on the couple's personal and communal brand by way of followership. Using the Wilcoxon's signed-ranks test, the differences in the number of followers between the husbands and wives based on the wife's inclusion rate of her husband on her profile was assessed. For the wives that had high inclusion rates for her husband, there was a significant relationship ($Z = -3.18, p = .00, r = 0.882$) found in which all the players ($M rank = 7$) had more followers than his wife ($M rank = 0$). See Table 4.41 for the full Wilcoxon test.

Table 4.41

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for married NBA couples where the wife has a high husband inclusion rate on her Instagram profile

| | Ranks | | Total |
|---|---------------------------------|-----------|-------|
| | N | Mean Rank | Ranks |
| NBA husband's followers > NBA wife's followers | 13 | 7.00 | 91.00 |
| NBA wife's followers > NBA husband's followers | 0 | 0 | 0.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 13 | | |
| <i>Statistically significant</i> | $Z = -3.18, p = .00, r = 0.882$ | | |

In contrast, for the wives that had low inclusion rates for their husbands, there was not a significant relationship ($Z = -.943, p = .34, r = 0.2608$) found between the number of followers for the husbands ($M rank = 6.56$) and their wives ($M rank = 8$) number of followers. See Table 4.42 for the full Wilcoxon test for the couples in which the wives had a low inclusion rate of their husbands on their Instagram content.

Table 4.42

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for married NBA couples where the wife has a low husband inclusion rate on her Instagram profile

| | Ranks | | Total Ranks |
|--|-------|----------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's followers > NBA wife's followers | 9 | 6.56 | 59.00 |
| NBA wife's followers > NBA husband's followers | 4 | 8 | 32.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 13 | | |
| <i>Not statistically significant</i> | | $Z = -.943, p = .34, r = 0.2608$ | |

When assessing the couples' differences in the number of profiles following based on a high or low husband inclusion rate, there was no significant difference between the two based on the inclusion rate. See Table 4.43 for the Wilcoxon test for the difference in couples' number of profiles following with high husband inclusion rates ($Z = -.245, p = .81, r = 0.0707$). See Table 4.44 for the Wilcoxon test for the difference in couples' number of profiles following with low husband inclusion rates ($Z = -1.503, p = .13, r = 0.4171$).

Table 4.43

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for married NBA couples where the wife has a high husband inclusion rate on her Instagram profile

| | Ranks | | Total Ranks |
|--|----------------------------------|-----------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 5 | 9.8 | 49 |
| NBA wife's profiles following > NBA husband's profiles following | 8 | 5.25 | 42 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 13 | | |
| <i>Not statistically significant</i> | $Z = -.245, p = .81, r = 0.0707$ | | |

Table 4.44

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for married NBA couples where the wife has a low husband inclusion rate on her Instagram profile

| | Ranks | | Total Ranks |
|--|-----------------------------------|-----------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 4 | 6.00 | 24 |
| NBA wife's profiles following > NBA husband's profiles following | 9 | 7.44 | 64 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 13 | | |
| <i>Not statistically significant</i> | $Z = -1.503, p = .13, r = 0.4171$ | | |

RQ5c: Husband to wife- tag rates. As with the husband inclusion rates, the rate in which the wife tags her husband's Instagram profile on her profile is also an indication of her co-identity management in the public social space. Therefore, the wives' tag rates were also used as a way to assess its effect, if any, on the difference of followership of her and her husband on

Instagram. In the case of number of followers, there was not a significant relationship ($Z = -1.64$, $p = .10$, $r = 0.455$) found between the two when the wife had a high tag rate of her husband's Instagram profile since the husbands ($M rank = 6.90$) and wife ($M rank = 7.33$) had a similar mean ranking. See Table 4.45 for the full Wilcoxon test for the couples whose wife had a high profile tag rate.

Table 4.45

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for married NBA couples where the wife has a high husband Instagram profile tag rate on her Instagram profile

| | N | Ranks Mean Rank | Total Ranks |
|---|---------------------------------------|--------------------|----------------|
| NBA husband's followers > NBA wife's followers | 10 | 6.90 | 69 |
| NBA wife's followers > NBA husband's followers | 3 | 7.33 | 22 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 13 | | |
| <i>Not statistically significant</i> | $Z = -1.64$, $p = .10$, $r = 0.455$ | | |

In contrast, there was a significant relationship ($Z = -2.481$, $p = .013$, $r = 0.6877$) found between the follower counts for the couples in which the wife had a low profile tag rate for her husband's Instagram profile. The husbands were found to have a number of followers ($M rank = 6.75$) than their wives ($M rank = 10$). See Table 4.46 for the full Wilcoxon test for the couples whose wife had a low profile tag rate.

Table 4.46

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for married NBA couples where the wife has a low husband Instagram profile tag rate on her Instagram profile

| | Ranks | | Total Ranks |
|--|-------|------------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's followers > NBA wife's followers | 12 | 6.75 | 81 |
| NBA wife's followers > NBA husband's followers | 1 | 10 | 10 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 13 | | |
| <i>Statistically significant</i> | | $Z = -2.481, p = .013, r = 0.6877$ | |

When evaluating the differences of number of profiles the couple are each following based on the wife's tag rate of her husband's profile, there was no significant relationship, regardless of a high tag rate ($Z = -.454, p = .65, r = 0.1265$) or a low tag rate ($Z = -1.572, p = .12, r = 0.4359$). See Table 4.47 for the full Wilcoxon test for the couples whose wife had a high tag rate and Table 4.48 for the couples whose wife had a low profile tag rate.

Table 4.47

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for married NBA couples where the wife has a high husband Instagram profile tag rate on her Instagram profile

| | Ranks | | Total Ranks |
|--|-------|----------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 5 | 10.40 | 52 |
| NBA wife's profiles following > NBA husband's profiles following | 8 | 4.88 | 39 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 13 | | |
| <i>Not statistically significant</i> | | $Z = -.454, p = .65, r = 0.1265$ | |

Table 4.48

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for married NBA couples where the wife has a low husband Instagram profile tag rate on her Instagram profile

| | Ranks | | Total Ranks |
|--|-------|-----------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 4 | 5.75 | 23.00 |
| NBA wife's profiles following > NBA husband's profiles following | 9 | 7.56 | 68.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 13 | | |
| <i>Not statistically significant</i> | | $Z = -1.572, p = .12, r = 0.4359$ | |

RQ5d: Husband to wife with career status. When evaluating the Instagram profiles comparatively between NBA husband and wife, the wife's career status must be taken into account to assess if it has an effect on the results we will ultimately analyze. All of the results of the Wilcoxon tests that were run are represented in Table 4.49. Each individual test can be found in Appendix N within its designated table.

Table 4.49

Wilcoxon signed-ranks test of significance for number of married NBA Players' Instagram followers compared to his wife's number of Instagram followers based on the wife's career

| NBA wives career type | Average husband # of followers | Average wife # of followers | Wilcoxon test of significance | Table Appendix Number |
|------------------------------------|--------------------------------|-----------------------------|---------------------------------|-----------------------|
| Public Career | 5,130,170 | 2,868,450 | No significance | Appendix N-1 |
| Verified Profile, No Public Career | 33,800,000 | 419,033 | No significance | Appendix N-2 |
| Bloggers | 537,800 | 15,064 | No significance | Appendix N-3 |
| Traditional wives | 212,822 | 10,105 | $Z = -2.67, p = .01, r = .8899$ | Appendix N-4 |
| Total Wives | 9,920,198 | 828,163 | | |

There was no significant relationship found between the difference in number of followers for the couples in which the wife has her own public career ($Z = -.561, p = .58, r = .1761$) and the wife who has a verified profile but no public career ($Z = -1.60, p = .11, r = .9236$). However, the blogging wives ($Z = -1.83, p = .07, r = .9149$) and the traditional wives ($Z = -2.67, p = .01, r = .8899$) did see significant relationships between their number of followers and their husbands' number of followers. In both categories, the husbands have significantly more followers than that of their wives. The wives with a blog ($M \text{ rank} = 0$) had a smaller difference in follower count than their husbands ($M \text{ rank} = 2.50$), while the traditional wives ($M \text{ rank} = 0$) saw a larger difference in follower count than their husbands ($M \text{ rank} = 5$).

Despite the difference of follower counts between the couples in two of the wife career categories, there were no significant differences in the number of profiles the couple follows based on her career type. All of the results of the Wilcoxon tests for each of the four different

wife career types are represented in Table 4.50. However, the full Wilcoxon test results for each individual test can be found in Appendix O within its designated table.

Table 4.50

Wilcoxon signed-ranks test of significance for number of married NBA Players' Instagram profiles following compared to his wife's number of Instagram profiles following based on the wife's career

| NBA wives career type | Average husband # of profiles following | Average wife # of profiles following | Wilcoxon test of significance | Table Appendix Number |
|------------------------------------|--|---|--------------------------------------|------------------------------|
| Public Career | 825 | 921 | No significance | Appendix O-1 |
| Verified Profile, No Public Career | 378 | 842 | No significance | Appendix O-2 |
| Bloggers | 449 | 1637 | No significance | Appendix O-3 |
| Traditional wives | 818 | 486 | No significance | Appendix O-4 |
| Total Wives | 713 | 871 | | |

When strictly adhering to the Cobb & Ewen's (2015) definition in which power couples are represented by two people that have both been successful in their own public careers, there are 10 couples in the NBA that could be classified as a power couple, based on the findings of this study. In total, the NBA husbands have more followers on Instagram, as well as on average for each profile over their wives with public career. However, in 40% of the couples that both have public careers, the wife has more followers than the husband. In three out of four of these instances, the wife has a public career that holds an international platform. In the fourth, Sydel Curry-Lee, she has received increased public attention by way of her family relationships with her brothers and father, all successful NBA players (Her father, Dell Curry, is retired from the

NBA but now serves as an NBA color commentator). See Table 4.51 for the complete list of potential NBA players and their wives who also have a successful public career.

Table 4.51

Potential Power Couples in the NBA based on wife career status

| NBA Player | Number of IG Followers | NBA Wife | Wife Public Career | Number of IG Followers |
|--------------------------------------|-------------------------------|-------------------------|---|-------------------------------|
| Al Horford | 497,000 | Amelia Vega | Miss Universe & Singer | 970,000 |
| Damion Lee | 90,700 | Sydel Curry-Lee | Fashion Designer/ Other Curry Brands | 590,000 |
| Dwyane Wade | 12,300,000 | Gabrielle Union-Wade | Actress | 11,900,000 |
| Iman Shumpert | 1,800,000 | Teyana Taylor | Singer/Songwriter, Music Producer | 8,000,000 |
| J.J. Barea | 356,000 | Viviana Ortiz Pastrana | Miss Universe | 203,000 |
| Joe Ingles | 153,000 | Renae Ingles (Hallinan) | Professional Netball Player | 34,700 |
| Jrue Holiday | 195,000 | Lauren Holiday | Professional Soccer Player (retired) | 227,000 |
| Russell Westbrook | 12,200,000 | Nina Westbrook | Fashion Designer for Kids | 220,000 |
| Sam Dekker | 210,000 | Olivia Harlan Dekker | Sideline Sports Reporter | 59,800 |
| Stephen Curry | 23,500,000 | Ayesha Curry | Actress/TV Chef/ Other Curry Brands | 6,100,000 |
| Total Followers | 51,301,700 | | | 28,304,500 |
| Average Followers per Profile | 5,130,170 | | | 2,830,450 |

The various findings of and analyses involved of the current study have been detailed in the above pages. The in-depth results provide a solid framework for further understanding of the use of social media by NBA players and their families and how they each present themselves in a public sphere. By evaluating the couple's utilization of social media, their habits and identity negotiation can be further explored to learn more about the two-person sport career and the management strategies they use for the public aspects of the career. Additionally, with the increasing usage of the internet and social media and the ways in which it has transformed daily life and the channels used to build and sustain social connections, exploring the results can further identify how some social constructs are developed and replicated through those that are in public careers, such as professional sports. These concepts and others will be further discussed in the following chapter.

CHAPTER 5:

DISCUSSION

As the first study of its kind, this research has great opportunity to provide a foundation for further exploration of the identity negotiation and social constructs that are being constructed through social media in regard to the second actor in the two-person career. The results of the study shared in the previous chapter are filled with opportunities to evaluate such experiences and make inferences based on the data. In their book explaining the use of content analysis, Riffe et al. (2014) explain that content analysis work is used to provide quantifiable data to theoretical questions. Within the study design, coding, and statistical analysis stage, the authors explain, content analysts evaluate the manifest content. Then, from the manifest data, one works toward one of the goals of content analysis, which is to “draw inferences about meaning or infer from the communication to its context” (p. 27) by way of analysis of the latent content at the interpretive stage. Further, Riffe and colleagues assert that simple descriptive data in content analysis invites inference analysis to answer theoretical and ‘why’ questions guided by the context of the data through the communicator’s own language and voice (p. 27). Thus, based on the explanation provided by Riffe and colleagues, this chapter will further explore the social context of the study’s results, and exploring the ‘why’ behind the study’s findings.

Negotiating Identity in the Public, Two-Person Career

The intersection of a public two-person career and Goffman’s (1959) self-presentation theory presents a unique convergence of theoretical perspective. In most careers, employees have a front stage, work performance in which they use to uphold professionalism and focus in the work-place. At the end of the workday, a typical employee can literally and figuratively kick off their heels, relax, go out to eat, and attend their child’s sport game without the concern that these

actions will ultimately affect their career performance. However, in public two-person careers, the front stage career performance has a drastically larger audience than more typical careers. Sanderson (2009) further explains there are no clear boundaries between the front and backstage performances for professional athletes, especially with the rise of the user-generated content sites such as social media. For example, when LeBron James attends his son's basketball games, he and the youth-aged team are filmed, discussed, and shared on popular and social media (Tigg, 2019).

The wives of professional athletes often discuss the different performances their husbands have in their public career as opposed to their private home life. Cookie Johnson, wife to Ervin "Magic" Johnson explains, "I always say that Ervin has two personalities. I always say that there's Ervin, the guy I met and there's Magic" ("Open Court", 2018, 00:16). Monica Brown, wife to Shannon Brown, says, "I'm used to lovey mushy Shannon and then they lose the game and I'm like, who the hell just walked out the locker room? Who is that!?" ("Open Court", 00:27). But, with the increase of user-generated online content, the boundaries between the athletes' front and backstage performances are becoming more difficult to discern. With these ambiguous boundaries, the front and backstage performances of those in two-person careers often coincide with one another and are ultimately tied to the person's income. For some, the backstage performance can provide avenues for endorsement deals and other marketing ventures that increase the publicity and brand of the athlete and their families. For example, this current study revealed three NBA players that received endorsements based on their family relationships. Stephen & Ayesha Curry landed the cover of Parenting magazine with their children, Al & Amelia Vega Horford were the main feature in a popular Dominican Republic

magazine about their pregnancy and marriage, and Sam and Olivia Dekker have an endorsement deal with Acuity Insurance featuring their marriage and relationship in advertisements.

More commonly, backstage performances that are released for media consumption can also negatively affect a public career. Sanderson (2009) explains the impact of user-generated online content has had on professional athletes. Using three case studies, he shows how a professional athlete's otherwise backstage performance has had a negative impact on his public career. Greg Oden getting reprimanded by his NBA coach when he was filmed playing pickup basketball, Matt Leinhardt being publicly scrutinized by fans and his NFL team because of photos of him at a party in his own home, and Josh Howard filmed with a cellphone during a charity event disparaging the Star Spangled Banner are all stories in which their otherwise backstage performances were recorded and shared for public consumption. Additionally, it's not uncommon for an athlete to lose an endorsement deal based on the public surfacing of their backstage performance. Notable examples include Michael Phelps and Kellogg's after his "infamous photo" of him smoking a bong (Fox News, 2009), Ray Rice and Nike after the video of his domestic abuse was shared, and Tiger Woods and six of his endorsement companies after his infidelity was shared in the news. With the increase of user-generated online content, cellphone cameras, and media sharing sites, it is becoming increasingly difficult for people in public careers to truly have a backstage and private performance. On the NBA's video special of *Open Court: Life As A Wife* (2018), Monica Brown, singer, songwriter, and wife to NBA star, Shannon Brown, explains their experiences with living a public life including finding photographers hiding in the bushes as they enter a restaurant.

The title of this manuscript is also a quote from Monica in the same video special in which the NBA wives explicitly share their insight on the sport career, as they implicitly

negotiate their identity and discuss their service to the sport career. When the moderator asks the wives to explain why they would participate in such a video special, Monica responded with what would become the namesake of this work. She says, “My thought was that it would be great to see what really happens. I think there’s been a lot of ideals of what it’s like....but it doesn’t change that we are everyday people and women” (“Open Court”, 2018, 2:48). Monica shares a common sentiment for many professional sport wives by attempting to negotiate the identity of their backstage performance (‘everyday people and women’) and the front stage performances rooted in the sport career that ultimately dictate their life. By juxtaposing themselves to women and people in traditional relationships, sport wives work to bargain their value in the relationship and sport career, as if to say that there is nothing special or extraordinary about their life or work. They also work to identify with other women with husbands in a non-public career, as to distance themselves from egregious nature of the sport wife stereotypes portrayed on the WAG reality television shows. The irony of normalizing their experiences in the public career, of course, is that in the same video special, Monica also discusses people hiding in the bushes to take pictures of them walking into a restaurant. More explicitly, the irony is, is that most aspects of the two-person sport career, including being watched, photographed, recorded, or interrupted for an autograph while enjoying family time, does not resemble what most would call ‘normal.’

Research Question 1: Instagram Profile General Information

NBA players’ Instagram profiles. The study found that the vast majority (98%) of NBA players had a verified public account, while 22 NBA players do not have an Instagram profile and 10 others have a private profile. Finding the vast majority of NBA players to have a verified, public Instagram profile was expected, given the NBA’s partnership with Instagram discussed in the methods chapter. Given the overwhelming majority of player usage of Instagram, it’s clear

that while it's not an NBA requirement to have a personal, public Instagram account, the NBA and Instagram partnership (Golliver, 2018) is being represented greatly by the players with their personal brand through Instagram. As previously discussed, with the visual aspect of Instagram comes the opportunity to highlight the players fashion line, product endorsements, and other revenue-earning posts. Additionally, the platform has also allowed for the players to provide what Goffman (1959) identifies as backstage performances through private pictures of family, which has helped to change the narrative of fatherhood in the NBA (King, 2015). This active participation by the players further supports their career, their team organization, and the NBA league towards an increase of followership and fandom.

NBA players' marital status and number of Instagram followers. When discussing the NBA players, their relationship status, and their personal demographics such as age and number of years in the NBA, intriguing results were found. On average, the oldest players were found in the category of having no Instagram and their relationship status could not be confirmed otherwise. At an average age of 31.2 and an average number of 9.8 years in the league, this group of NBA players have the most experience personally and professionally when compared to all players with an Instagram profile. Intuitively, this makes sense, as Instagram was founded in 2010 (Mullen, 2018), which positions the start of Instagram at the average time of the year these players first entered the league. As discussed previously, the players' increased use of Instagram is often said to have been sparked by the 2012 Olympics, soon replacing Twitter as the most commonly used social media platform for the NBA and its players (Golliver, 2018). Since the most senior veterans in the league are players with no Instagram profile and no confirmed public relationship, it can be deduced that they have chosen to not actively participate in the self-promoted public aspect of the sport career. Finding no confirmation of a relationship could

indicate that either the player has chosen to keep his personal life private and out of the media or it could indicate that there was no relationship to be found. Either way, it is clear that these players have navigated the sport career longer than others, and have done so without their own self-promotion through Instagram. Additionally, at less than 1% of the population of NBA players, men that are found in this category are the exception to the more common, Instagram public profile user.

For the remaining NBA players, players that did not identify a relationship or identified a relationship with a girlfriend were of the youngest average age players ($M=24$) and had the least average number of years' experience in the league ($M=3$ years). As the commitment in players' romantic relationships increased, so did the player's age and years in the league. NBA players that identified having a fiancé were on average 27.5 years old with 6.7 years of NBA experience, while married players were, on average, 30.6 years old with 8.5 years of NBA experience. Intuitively, this makes sense, as players begin to form their own families as they grow older and as they grow more professionally and financially stable with veteran status in the league. One could also argue that these long-careered players are more successful because of the work provided by the wife in the two-person, sport career.

When evaluating the factors of player success, it is difficult to identify if any one factor had a major effect on his career longevity or his followership on Instagram. One factor is certain, though, that married players have a significantly higher average of followers on Instagram ($M=1,597,204$) as compared to non-married players ($M=516,160$) and was confirmed as so with the Mann-Whitney test ($U = 12,447.5$, $p = .00$, $r = .14$). The correlation of the different variables is uncertain; however, the stark difference in followers reveals an increase of public interest in the players who are married, indicating that an enactment of committed, heterosexual

relationships could benefit the player in terms of popularity and fan-engagement. This is consistent with previous research, in which sport, historically, has been one of the most explicit hetero-sexual normative sections of society and has been slow to accept other sexual orientations, despite the social transformation happening in the broader society (Coakley, 2015). Lenskyj (2013) discusses that men's hetero-sexual orientation is often on display during sport when the media includes mention of his female significant other and the benefits straight men receive with this display of heteronormative lifestyle.

Along with the social implications of the sexuality and sport, the benefits a married, heterosexual male-athlete receives also reaffirms the two-person career theory. The two-person career theory asserts that the wife (or second actor in the two-person sport career), not only provides benefit to her husband in a personal capacity but also in his career in a monetization capacity. By having an increased following on social media, he not only increases awareness of his own personal brand image as it relates to the sport career, but he also provides increased value to the team he is playing for, as his personal brand is then associated with the team brand. Therefore, a married NBA player could be more valuable to a team and league, as having a wife has shown here that she not only provides benefit to the player personally through her work in the two-person career, but also in player followership and brand value, thus indirectly providing increased awareness and fanship to the team brand and league (Carlson & Donovan, 2013).

NBA wives could be considered an important asset to the team organization and the implication for sport managers is to recognize the potential importance and value that an NBA wife could provide. However, the caution here is not to just recognize the wife's value and work within the sport career, but rather, to recognize why that worth is assigned to the wife in the first place. Previous research has shown that sport wives feel isolated, silenced, or lonely, adhering to

the wife-code within the two person-career experience (Ortiz, 1997), related to their observation of a socially constructive hierarchy of what is acceptable and what is not based on their gender and relationship with their husband. Sport wives are accepted only within a socially negotiated submissive relationship in which her perceptual value is utilized and only rewarded within the confines of an acceptable narrative of the supportive, well-behaved wife. If perceived as the ‘good, supportive wife,’ sport wives are rewarded through social acceptance within the relationships in the sport career including with other players, coaches, team personnel, and other sport wives. However, if sport wives do not show such conformity to the gendered roles and expectations, sport wives are punished by separation from and silenced within relationships in the sport career. Ridgeway (2011) describes these socially organized gender structures as a “system of social practices for constituting males and females as different and unequal” (p. 56). Here, their expected gendered work serves as a preemptive qualification by which their acceptance into the career is justified.

Sports wives have been found to often use strategies to disassociate themselves from common sport wives’ stereotypes that claim a WAGS’ prime motivation is to receive her own fame and financial success (Binns-Terrill, 2012; Simonetto, 2019). Although some sport wives may unintentionally receive fame and other financial benefits because of the relationship she has with her husband, there is a distinct difference between this occurrence as it relates to the stereotype of sport wives in a relationship because she desires such benefits. The most distinct difference is the motivation the wife has in being in the relationship. Theoretically, the stereotypical sport wife is characterized by a woman who enters into the relationship *because* of the husband’s career status, and the contrary is that the sport wife entered into the relationship *despite* her husband’s career status. As Monica Brown explains the difference, she says, “..when

you look as some of the [sport wife] television shows, I think it's really a misrepresentation to some capacity...but [we] love first, the person, they just happened to play sports. It is something different to contend with. It changes the daily dynamic" ("Open Court", 2018, 2:25).

The sport wife's identity performance as it relates to this stereotype can serve as a socialized "check-point," or evaluation of her goodness of fit within the sport career and can ultimately determine her acceptance or rejection within the sport career. For example, if a sport wife personifies the traits within the stereotype, she may be rejected by other sport career insiders, even including other sport wives. On the contrary, if the sport wife rejects these types of characteristics and instead assumes the role of the quiet, supportive wife, this identity work in rejecting the stereotype can serve as the basis of her acceptance. Consequently, the woman's identity negotiation with this stereotype and enactment of gender roles in her marriage can then serve as either the sport wife's barrier or justification of acceptance into the sport career. Thus, these social gender expectations work to reward or punish women, based on their alignment with the gender norm.

West & Zimmerman (1987) and Risman (1999) contend that gender is an act of 'doing' within social relationships and creating cultural expectations for each gender that are ultimately used to organize life and relationships. By doing traditional gendered tasks of caring for the home, the children, and publicly separating herself from her husband's career, the wife's actions are serving as the qualifier for her acceptable entry into the sport career. By positioning herself within the traditional wife role of being the backstage manager (Hochschild, 2012), she proves her willingness to conform to cultural expectations and therefore pose little risk to challenging the hegemonic structures of the sport career. Also, her display of backstage, quiet gender work also serves as a way to distance herself from the sport wife stereotype of taking advantage of her

husband's career for her own public attention. By enacting this gender work in the sport career, sport wives participate in their own acceptance of and adherence to the wife code, which ultimately serves as a way to reproduce the gender inequality embedded in the social structure of sport (Risman).

NBA wives & their Instagram profiles

Since only 20% (n=93) of NBA players are married, there are only 93 women that are publicly acknowledged as an NBA wife. This group is a small, selective group of women that have unique family and professional circumstances that are often times outside of their control (Ortiz, 1997). In some ways, this exclusive group of women are of a privileged section of society and in other ways, they experience great disparities at the hands of their husbands' career. Privileged demographics are very rarely researched, as access is more difficult and less-privileged demographics are typically more willing to participate in the research (Sprague, 2005). Mentioned previously, professional sport wives, and most privileged groups, are a self-protective community, as they are hesitant to open their lives to the public out of a fear of being taken advantage of, being used for someone else's personal gain, or for vicarious achievement and gratification (Thompson, 1990). However, research with professional sport wives is increasingly important, as her privileged status often is the cause of dismissal for the disparities she faces in the wake of her husband's career. These disparities and inequities are important to identify and address, to minimize the negative effects on wives in their husband's sport career, as well as women throughout sport. Additionally, actualizing the experiences for women in two-person sport careers can also lead to a more robust understanding of the gender and economic happenings in the larger culture outside of sport.

NBA wives and their Instagram profile status. A main principle of Goffman's (1959) self-presentation theory is the front and backstage performances and the difference in audience size for each. When applying the theory to self-presentation on social media, users can dictate their audience size by determining the status of their profile- either public or private. Out of the 93 women married to an NBA player, 50 had a public Instagram profile, while 18 had a private Instagram profile, and 25 could not be found on Instagram. While the current study is primarily on how NBA wives present themselves on their public Instagram profile, it's important to note here how many NBA wives will not be represented within the study. In total, 46% of NBA wives have self-selected to be private or untraceable on Instagram, shielding themselves and their families from the public performances on social media. It cannot be overstated here that as much that can be learned from the women with public profiles, it must also be recognized, and much learned from those that have private profiles or no profile at all.

Private profiles on Instagram require the profile user to approve or reject others that request access to their profile. Thus, private profiles allow the wives to control who can and cannot see the content that they post online, shielding and self-protecting their online presentation and sustaining a backstage performance, if desired. These types of intentional decisions of management of front and backstage performance aligns with Goffman's (1959) self-presentation theory that postulates that people manage their self-presentation based on the audience. In the sport career, the audience of a public social media profile could include the league executive, team personnel, teammates, and fans. With all the elements of the professional sport career that are out of the wife's control, one of the things in her life she can most definitely control is her use of social media and who can have access to her presentation online. Social media, in this case, can be mechanism of empowerment for the wives in which they actually

have a choice in the way they manage their public sport lives and private family life, in ways they didn't have prior to the rise and use of social media.

Ortiz (2006) describes these types of strategies as control work, “a process by which partners use interactional strategies in their efforts to control resources or access to resources, control each other, control a situation, or cope with family, marital, and occupational stressors through control attempts and the use of control tactics for some desired control outcome” (p. 528). Among the many circumstances of the sport career that are beyond her control, social media provides the opportunity for wives to control an aspect of their lives. The initial choice in which to have a social media profile is the first opportunity for the wife to have the power to choose her participation in her presence online. For NBA wives, 27% have chosen to not participate in the Instagram community by not having a profile. If, however, sport wives do choose to have a profile, the next option for them to perform control work is her choice of a public or private profile. In regard to NBA wives, 19% have chosen to have a private profile on Instagram, again, enacting their control work of access to their online Instagram profile.

Along with using discretion within their control work, this level of self-protection performed on social media is also additional support for the defensive nature of sport wives, as they shield themselves from the public aspect of the professional sport career, reducing their front stage performances. Additionally, of the 50 NBA wives that do have a public Instagram profile, 10 have their own public career while eight managed their own online blog. With their own public and audience-driven careers, public social media profiles are an important aspect of marketing their personal or blog brand. Therefore, accounting for the careers that all but require a public social media account, only 32 wives (34%) have chosen to have a public Instagram profile, making 66% of women either self-selecting to have a private social media presence or is

required to have a social media presence for her own career. A common stereotype of professional sport wives is that they utilize their husband's career to gain the public fame and financial benefits that are associated with her husband's career (Binns-Terrill, 2012; Simonetto, 2019). This self-protection on social media reinforces what other researchers have found that sport wives often work to disconnect themselves from this stereotype, as if to prove to themselves and others that they themselves are not one of "those types" of wives (Binns-Terrill, p. 265). By remaining private or untraceable on social media, this too, can be seen as a strategy to distance themselves from the stereotype of enjoying the fame and otherwise public aspects of the sport career, reinforcing her identity of being in the relations for love and not for personal fame. As Binns-Terrill found, professional sport wives discuss these stereotypes as othering, or classifying women with these intentions in a separate group than themselves. By having no profile or a private profile, NBA wives are again enacting control work to continually separate their own identities from the stereotypes of sport wives. The underlining assumption in this control work is that being private or untraceable on Instagram shields her self-presentation from others. This could include not only fans and media who may pass judgement, but also from other players, teams, coaches, and NBA personnel that may otherwise access her profile to learn more about her and her family as it relates to managing the sport career.

NBA wives and changes in their Instagram profile status. Another important caveat to the public and private profile discussion is the wife's use of a private profile to shield her and her family not only from the public, media, and fans, but also her work of protecting from others in the sport career. As identified in the results, eight wives changed their profile status within the time frame of the study. When first collected and evaluated, the profiles were identified either public or private during the NBA season. However, when the data was returned to for coding and

analysis, the NBA was in the league's off-season. At first glance, it may not seem as an important variable to consider, as it could be interpreted simply as a few women wanting to change their profile status. To evaluate this occurrence and identify if the changes are of any significance as it related to the husband's sport career, one commonality rang true for all of the women and their husbands. All of the husbands who had wives that changed their profile status were experiencing a change in contract terms and/or their team at the end of the season. Interesting enough, for the six women that changed their profiles from public to private, all of their husbands became free agents at the end of the season, putting them back on the job market. If previous game film is the athlete's resume, social media could serve as a pre- or initial interview. It is important to note that the husbands' profile status did not change in the same time frame.

McDowell, Hyung Kim, and Brison (2019) define free agency as "the ability of players, after fulfilling an agreed-on number of years of service with a team, to sell their services to another team with limited or no compensation to the team losing the players" (p. 191). While free agency allows the player to evaluate his contract terms and other options of teams to play for, it also allows his current team to pursue options for other players to hire and replace him. While intended to provide players with more freedom in their employment decisions, free agency in the NBA can be unpredictable and difficult for players and their families to navigate the uncertainty of job security, location, and impending changes. Furthermore, almost all of the variables that are factored into a team signing a free agent are beyond the NBA wife's control, except her social media profile status. A wife within the study responded to their own experiences with a change in teams, as her husband was traded shortly before the trade deadline

for the season in which the study took place. On her post of her husband in his new team's jersey, she wrote,

“still processing this whole thing. still filled with mixed emotions. I am so grateful we had the privilege to be a part of the Raptors organization and experience life in Canada. thank you for embracing us with open arms. thankful for all the great relationships we've created and all the wonderful people we've met along the way. Toronto will always have a special place in our heart. we walk into this next chapter knowing He is in control and look forward to this new opportunity. Memphis, here we come!” (Miles, 2019).

This post reveals the conflicting emotions that coincide with an unexpected trade.

Publicly, this wife is balancing the negative feelings behind uprooting the family from their home and community, while also expressing public respect and kind regards to both teams regardless of the difficulties.

Previous research has identified, for the wives of players that are not on guaranteed contracts, they often feel a need to censor their talk and adhere to the unwritten wife code that enforces silencing and submission of the wives to prevent discourse on the team and in her husband's career (Binns-Terrill, 2012; Ortiz, 1997). By acknowledging both teams, the wife represented in the above post did just that- paid respect to those leaving, even though they made a decision to get rid of her husband causing an unpleasant move, and showed enthusiasm for the new team and coworkers. However, for some wives, they instead changed the status of their Instagram profile during their husband's free agency. In doing so, the wives were self-silencing their presentation and involvement in the sport career and could not be found for public consumption by fans, other players, NBA coaches and administrators, or other team personnel

that may be in the process of making hiring decisions. This concept also happened in the reverse, as the two wives that adjusted their profile from private to public were amid an impending team change and became public after their husbands were signed to a guaranteed contract. It's important to note here that the wives' work in removal of access to their online content is not necessarily because there was content that may affect her husband's career, but rather, she was adhering to the unwritten wife code in which she positions herself as a non-factor, or at least a quiet factor, in the sport career and instead positions herself as a well-behaved wife by adhering to the culture of women's submission to the male-dominated career.

NBA wife and husband profile statistics by profile status. The self-censorship the wives use by choosing a public and private profile status is confirmed when evaluating the average number of followers the wives have based on their profile status. NBA wives that had a public profile had an average of 605,483 followers, while private profiles had an average of 2,877 followers and was found to be a statistically significant difference. The wife's public profile status was also found beneficial for her husband, as the husband's number of followers were significantly higher than the husbands whose wife had a private profile.

While the wives with private profiles also limited their connections on social media by following fewer profiles ($M=617$) as compared to those with public profiles ($M=3,600$), this difference was not proven to be statistically significant. However, for her husband's number of profiles following, there was a significant positive relationship between the wife's public profile and the number of profile's he was following. Perhaps this may be a reflection of the husband following accounts in which his wife is following or who are following her, but regardless, these findings again confirm that his wife and her public profile prove fruitful for him as it relates to his number of online connections.

Regardless of the status of the husband's NBA contract, the motivation behind the consideration of profile status is derived from an assumption that permeates the self-presentation theory, the public aspect of the two-person sport career, and the use of social media. Intrinsically, the most basic assumption here is that there is or will be an audience watching and viewing their presentation on social media. The consideration here may sound simple; however, it speaks to one of the most basic distinctions of a public two-person career that ultimately dictates much of the wives' lives- that there is an audience watching and will take notice of the athlete and his family. Jada Paul, wife of NBA All-Star, Chris Paul, explains this unique phenomenon when asked about her coping mechanisms she used when dealing with the constant attention and public demands of her husband's sport career. She says, "It kinda just comes with the territory... You gotta make sure you have your makeup and your best face on. So, it's something to get used to but....no matter what, [if someone stops us while we are out] I just keep walking. I'm not going to stop and linger" ("NBA Open Court," 2018, 6:02). When deciding on a public or private profile, the sport wife is making a conscious decision to, in Jada's own words, have her makeup and best face on within her social media posts. But, more explicably affiliated with the sport career, she is choosing whether her self-presentation will be available to fans, media, players, and her husband's employers. Because of the uncertainty and precarious nature of the sport career, sport wives often feel a need to sensor themselves to not affect her husband's career status (Binns-Terrill, 2012; Ortiz, 1997).

NBA wives profile statistics by wife career status. The impact of the NBA wife's career on the coordination of family, family roles, and her self-presentation on social media is the result of the coupling theory. Popularized by Malcolm Gladwell in his books, *The Tipping Point* and *Talking To Strangers*, the coupling theory serves as a way to understand how

behaviors are connected to specific circumstances and conditions. For example, Gladwell (2019) takes notice how the majority of a community's crime is represented only within a few particular blocks of the city and how the rate of suicide is correlated to availability of a particular method. Gladwell cites the major decrease in San Francisco suicide rates after a suicide protective barrier was added to the Golden Gate Bridge. Critics argued that the barrier wouldn't ultimately be effective because the assumption was that if someone wanted to commit suicide, they would find a different way. However, that was proven to not be the case.

So how, then, can coupling be used to further understand the experiences and self-presentations of NBA wives? Gladwell (2019) explains that coupling is the idea that behaviors are connected with specific circumstances and conditions. In different conditions, the behaviors or occurrences wouldn't otherwise coincide with the individuals. When it comes to evaluating the experiences of sport wives and the roles enacted within the sport marriage, one of the main determinants is the wife's career type. The athlete works within an industry that places extreme demands on his time and energy which assumes a second person to participate in the coordination of home and work. This professional arrangement between sport industry and athlete leaves no or very little leeway in the couple's negotiation of family and gender roles. Therefore, one of the variables that is most simple to adjust is the wife's career, which ultimately becomes the deciding factor in how the family coordinates their familial roles within the sport career.

Traditional wives. The vast majority (77%) of NBA wives were found to be what I have termed a traditional wife (n=72), in which refers to the wives that do not have the demands of her own public career, nor does she have a verified Instagram profile. This group of NBA wives represent the women that are balancing the demands of her husband's two public career, the

home, and the children. While these wives may or may not have their own careers, their careers do not have a public audience as one would if she had her own public career or a verified Instagram profile. The results of the study confirmed this instance, as this category of wives have statistically significant fewer Instagram followers on Instagram ($M = 10,105$) than the other categories of wives ($M = 1,088,182$). Additionally, it's important to note that the majority of previous sport wife studies and research has been conducted on this category of sport wives. Previous studies have shown that the professional sport wives often sacrifice their own career for the sake of their husband's sport career (Dixon et al., 2006; Gmelch & San Antonio, 2001). While the wives included within the traditional wives category may or may not be the only wives that have sacrificed some aspect of their career, these are the wives that do not have the same level of personal career demands as the women in other categories.

Wives with a public career. While the traditional wives have often been represented more within previous research, in contrast, the popular media portrayal of professional sport wives typically revolves around the wives that either have their own public career or the wives that have joined the cast of a WAGS reality television show. In actuality, though, only 11% ($n=10$) of NBA wives actually have their own public careers in acting, musical entertainment, their own professional sport, and/or international beauty pageants. As expected, the 10 wives with their own public career had verified profiles, as their social media presence and connection with their own personal fans is an important aspect of their career. The study also confirmed this, as this category of wives had statistically significant more followers ($M = 2,830,450$) than the wives in all categories ($M = 148,067$).

NBA wives as bloggers. An unforeseen finding of the study is the prevalence of lifestyle bloggers among NBA wives as eight wives (9%) were found to manage their own lifestyle blog.

However, this group of wives do not have verified Instagram profiles and while these wives have considerably less number of followers when compared to the other categories, they did not have a statistically significant different number of followers than the other non-blogging wives. These results indicate that there is no relationship between the number of followers and the wife's blogging career.

Lifestyle blogging consists of the development and management of digital content that is representative of the author's interest (Hänninen, 2015). Vlogging is a newer, but similar version of blogging in which online content creators create videos, tutorials, or other video content that discusses the author's interests in conversational style format (Aran, Biel, & Gatica-Perez, 2013). Out of the 37 NBA wives that have an unverified public profile, eight (22%) manage a blog or vlog online. The topics of the blogs/vlogs vary by each wife, but topics included fashion, inspirational content, beauty and makeup tips, food and recipes, and fitness. Blogging allows for the author and content creator to conduct their work primarily through the internet, which allows the author liberty in deciding the location he/she will work (Duffy & Hund, 2015). With the transient and unpredictable nature of the two-person sport career, managing online content such as blogs or online videos allows the NBA sport wife to pursue a personal hobby or career despite their husband's demanding profession. As previously discussed, many authors found professional sport wives often sacrificed their own careers and interests because of the demands of the sport career (Dixon & Bruening, 2005; Gmelch & San Antonio, 2001; Ortiz, 2001; Roderick, 2012; Thompson, 1990). However, it's important to note that the majority of those studies were conducted prior to the internet boom and the rise of social media. Roca-Sales & Lopez-Garcia (2017) explain that the rise of the internet and technology has changed the use of media to reflect on-demand, multi-tasking, mobile use. In doing so, the

internet has allowed for increased options for mobile activities that align with hobbies and careers, and in this demographic, has offered an opportunity for the wives in two-person sport careers to both serve her husband's career and provide work to her own ambitions.

NBA wives that manage online blogs was an unanticipated but important finding within the study. Evaluating this category of wives allows another way to assess the self-presentation of sport wives, as they continue to negotiate their identity in the two-person career. While 22% of all NBA wives manage a blog, 31% of the wives with non-verified profiles in the study managed an online, lifestyle blog. The female-dominated industry of online creative production has transformed from a hobby to a self-managed and self-branded enterprise (Duffy & Hund, 2015). The rise of do it yourself sites such as Etsy, mommy-blogs, and YouTube tutorials has led to opportunities for women to earn financial income through their online content. These self-enterprising and personal-branded ventures has led to the terms such as mom-preneur, etsy-preneur, and blogger-preneur (Duffy & Hund). The majority of content within these careers are centered around the role of gender and femininity, such as beauty and fashion, parenting, and homemaking. Some of the main benefits of these types of self-made, female-dominated careers is the flexibility of the work schedules for mothers and the specialization in concepts that she is already participating in other non-work life.

Wives with verified profile, no public career. Along with the other category of wives, there was also three other wives that had a verified profile but did not have a public career or a blog that would otherwise require an audience for their own professional success. These three anomalies were also separately assessed to evaluate the characteristics in which these women held that ultimately warranted the installment of Instagram's profile verification process. This group of wives provide the opportunity to further assess the coupling theory and what specific

circumstances are shared among these women to justify a verified Instagram profile and increased number of followers.

In regards to the NBA career, each of the three wives are married to NBA veterans that were drafted in the early 2000's (2001, 2003, 2005). Each were all drafted in the top four of their respective draft classes and have had successful careers, all playing in at least one all-star game, and have played in an average of 139 play-off games. But, of course, there are many other players that have had long and successful NBA careers, but their wives do not have the same level of following that warranted a verified profile without having their own public career. So what circumstances are coupled together that makes these three wives different from all other NBA wives? There are three factors that ultimately distinguish these wives from the wives in all other categories:

- (1) Each of the wives take an active role within the "traditional" supportive wife role
- (2) Each of the couples include their children in public often, leading to a family brand
- (3) Each of the players participated in the 2012 Olympics

Further evaluation of the coupling of NBA couples with these characteristics will further help in understanding the phenomenon of these three couples and their respective behaviors.

Active role within the "traditional" supportive wife role. These three wives each have been vocal about the support they provide to their husband, his career, and in raising their children. In one interview, one of these wives said, "I'll say I'm not ashamed. Chris is great at what he does because of the support system that he has... I've spent the majority of his career in the background" ("Open Court", 2018, 00:05, 2:45). For another wife, Porter (2017) explains how she avoids the spotlight that comes with her husband's vast success. Instead, she attempts to match his level of drive to achieve professionally in her drive to serve those around her (Porter).

Another of the wives said, “Prior to having children, my husband and I decided that I would stay home with our babies because his job required him to travel... Life felt a bit chaotic as I adjusted to trying to be in three different places at one time. I attempted the impossible task of being 100 percent available to my husband, children and to outside expectations..” (“Being mama”, n.d., para. 4). In this study, the wives in this category showed significantly less presentations of their own careers on their Instagram and instead, included significantly more in their philanthropy and care for others when compared to the other wives. The role in which each of the wives plays in the sport marriage is one that reflects traditional gender ideals of women and the two-person career in which the woman serves those around her through support to her family and husband.

Along with traditional gender and family roles, each couple has been together since the time prior to their NBA career. Two of the players were drafted into the NBA out of high school and then went on to marry their high school sweethearts after finding success in the league. The third player attended college for two years before being drafted and married his college sweetheart a few years into his career. The longevity of these relationships and the fact that these relationships were established prior to the success in the NBA provide support to the notion of a relationship founded in love and not the benefits associated with his public career.

Couples’ children are in public often, relating to a family brand. Within the traditional gender role of supporter also comes being the main child-rearer to the couple’s children. For the couples in this category, their children are often a part of their publicity. As seen within the results of this study, the wives in this category include their children significantly more on their Instagram profile than the wives in the other categories. Additionally, two of the couples each have sons that have their own verified Instagram profile and each has gained notoriety in the press. For the third couple, their children are a large aspect of their social media and public

presence. They are often photographed with their children, such as at the Nickelodeon Kid's Choice Awards or in magazine articles highlighting their family, their home, and their style. He and his son were also featured in a GQ article, with pictures of the two having fun together. Another important aspect is the public Christian faith that the player upholds and often discusses his children as it relates to the importance of his faith. He said in one interview that on Sundays, "If I have practice in the morning, I'll take my son to the facility... and then take my family to church" (Robbins, 2013, para. 3). By including their wives and children in the public aspects of the sport career, the athlete not only increases their own personal athlete brand but it also expands to include the collective family brand. As Paramentier (2011) indicated, the expansion of a family brand hinges upon making opportunities to include their family publicly (i.e., through social media) and taking opportunities to include their family publicly (i.e., including them in magazine articles, interviews, and award shows). For each of the three couples in which the wife has a verified profile but no public career, they all meet the qualities of using their position to include their families and thus, developing their family brand.

The players all played in the 2012 Olympics. Each of the three NBA players in these couples also all played for Team USA in the 2012 Olympic Games. What is significant about this non-NBA experience, is the significance of the 2012 Olympics is credited as being the match that lit the fire of NBA players' use of Instagram (Golliver, 2018). During the Olympics, NBA players on the Olympic team used Instagram to share behind the scene photos and videos, which increased the league's usage of Instagram that ultimately led to the Instagram-NBA partnership. The 2012 Olympic basketball roster included 12 NBA players, seven players who have wives, three of which are represented here. Out of the remaining four wives, two have their own public career and are represented within the respective category in this study and the final two are

married to a now-retired NBA player and have a private Instagram account. Therefore, these three women are the three wives from the 2012 Olympic team that would not otherwise have a verified profile. Perhaps the initial launch of the NBA usage of Instagram at these games also sparked a following for the wives the players, as well.

WAGS and reality show stereotypes. The sport wife stereotype rooted in the belief that sport wives create trouble and cause distractions to their husbands (Kimble, 2016; S. M. Thompson, 1999) has been widely reproduced through the production of the WAGs reality television show (Gammage, 2016). While this stereotype was thoroughly addressed in chapter two, it's important to mention it within the conversation of the wives' public careers. Even if the sport wives and girlfriends had their own careers, the reality shows portrayed them as using their male-partners public sport platform to display a personality focused on materialism, fame and fortune, hypersexuality, and social drama (Gammage). When planning for sport wives that were reality television stars, it was notated in the codebook if the sport wife had a public career because of their husband's professional sport platform. The important finding here is there are no active NBA player wives on a WAGS reality television show or otherwise have a career because of her husband's sport career. Therefore, there is no evidence to support or confirm such stereotype, but rather, much evidence to disprove it. Further, the results of this study show the NBA wives that manage lifestyle blogs, a career that directly relies on the number of followers on Instagram, don't even use their husband's career as a way to gain and keep followers. The blogging wives included their husbands only 4% of the time on their social media, and portray themselves in relation to their husband only 3% of the time and in relation to his career 2.5% of the time.

NBA husband's profile statistics based on wife career status. While the player's marriage status was previously shown to have a significantly positive impact on his number of Instagram followers, understanding how the wife's career status affects his number of followers can also provide insight. The only wife career category that showed a statistically significant effect on the husband's number of followers was that of the traditional wives. The husbands of traditional wives had far fewer followers than the husbands of wives in the other categories. Therefore, these findings indicate that the more publicity and social media presence that a wife has, the more publicity the husband will also receive through his number of Instagram followers. But, there was no significant difference between the number of profiles the husband follows based on his wife's career status.

Units of Analysis General Data Results

In the same way that Roca-Sales and Lopez-Garcia (2017) classified their themes into three main categories, there were common patterns for categorization within the current study. One common pattern that was observed in this study on self-presentation on social media by NBA wives was the women's roles as it related to their identity. Where Roca-Sales and Lopez-Garcia differ in their categorization is their objectification of the topics that are discussed. Style and beauty, entertainment, and love all indicate interests, not identity. But, social media profiles are the conduit of public identity management, and the behavior performed within that identity. Burke and Reitzes (1981) theorize and subsequently prove the link between identity and behavior, as identity was found to be heavily linked to the role in which the person had within the areas of their life. Building on this theory, frames that were found and patterns that emerged applied to four categories- family roles, work roles, strong-independent-woman role, and what I call the 'gram-glam' role.

The family role category is defined by her role within the relationships with her husband, children, extended family, and her pets. This category reveals the link between the identity of wife, mom, and other relational roles as it relates to her behavior within them. The work role category indicates the paid or unpaid work of the NBA wife including her work in the two-person career, her own career ambitions, and philanthropy and encouragement to others. The strong-independent-woman role category is reflective of themes that present the wife as self-confident, as well as mentally, physically, and emotionally strong. Frames included in this category are physical activity, selfies, sharing moods/feelings, overcoming adversity, and the wives being an instigator through social media. The final category, what I call the 'gram-glam role' includes the frames that are reflective of a glamorous and/or reflect the popular 'Instagram Reality' phenomenon, researched by de Riveria Medina (2017). In this phenomenon, as noted by de Riveria Medina, Instagram users post pictures in everyday life in such a way that portrays that they have it all, do it all, and look it all, presenting happiness to the façade of their actual complicated life. And, of course by "it all," it implies that the person is exuding the ideal, happy life. The common phrase, "do it for the 'gram'" is often used to represent someone doing something or taking a picture of something for the purpose of posting it and gaining interest on Instagram. In the 'gram-glam category' are the things that are popularized in pop culture or through social media including the frames pop culture, celebrations, traveling, food, and sexualization. See Figure 5.1 for the list of frames with categorization of coding themes into role identity categories.

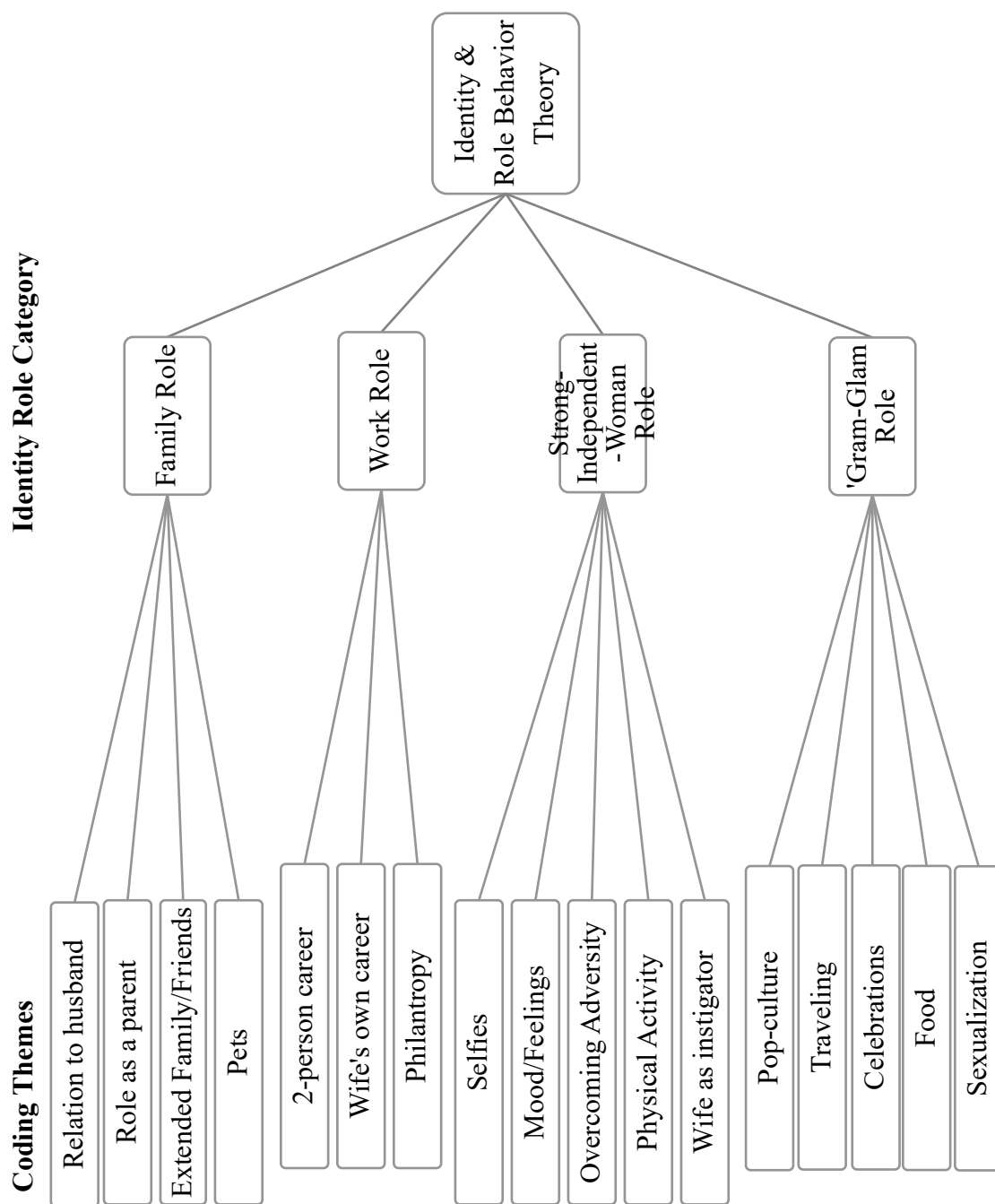


Figure 5.1 Categorization of Coding Themes into Role Identity Categories

Research Question 2

The second research question asked the most basic of question along this line of inquiry- how do NBA wives present themselves on Instagram? It's important to note here that evaluating how they presented themselves and how they did not present themselves are of equal importance given their identity negotiation work and the stereotypes they distance themselves from. While the most common category (combination) will be explored later, the other most common frames the wives used on social media was her role as a parent, friends and extended family, selfies, and her own career ambitions. In two of the three most common categories found in the data is the wife's relationships within her family. She highlights the care work she performs with her children and her other family, making this aspect of her life the most salient of presentations that she projects to others. After her family role, the NBA wife then presents herself most often in selfies and her own career ambition- giving a different narrative to the traditional female, gender ideology. While her relationship to her husband falls in at number 7, when combined with the husband-focused code of the two-person career, she included the husband in 11% of her posts, making her self-presentation as it relates to her husband at the same rate as those with extended family and friends. Taking this into consideration, the NBA wife most commonly presents herself within the role of relationships with other people, especially her family.

When distributed according to the four role categories previously identified, the NBA wives' post reflect her family role most commonly at 34% (n=2,124), followed by the wife's role in work at 19% (n=1,173). These results indicate the wives' choice of highlighting their relationships as a priority in life over that of their work, even though more than half of the women within the study had their own careers, and do have increased work within the home as a consequence of her husband's career. Hochschild (2012) discusses the revolution of home and

the negotiation of gender roles with the increase of women in the workforce. Through her research, Hochschild found that most women accept the notion that she was made to do the work in the home, more so than her husband, leading her to work an additional 15 hours a week at home. Hochschild argues that although culture has progressed to accept and expect women in the workplace, culture has not, at the same rate, transformed the expectations of the man's work in the home.

A revised work-home theoretical model. At the intersection of an evolving work culture and what Hochschild (2012) calls a stalled revolution in the home space, there is inequality of homework between the husband and wife based on long-held gender ideologies of work and family roles. The interesting aspect here is that Hochschild's research is based on dual-working couples in which both the woman and the man hold their own respective careers. In the very nature of its namesake, a stalled revolution implies a sense of delayed change in which transformation will eventually take place.

But, in the sport career, male professional athletes and their wives are in a unique position in which at least one member of the couple is in a two-person career. The two-person career requires both the husband and wife to provide work to the same career, and only the male is paid and professionally rewarded. The implication here, of course, is that even if the couple in the two-person sport career desired to negotiate gender roles contrary to the long-held gender ideology of women's work at home and men's in a career, the structure of the two-person career would limit the couple's ability to implement such changes. For example, if a professional sport wife desires to work in her own career, she is expected to add to her work schedule on top of her already unpaid work in the home and the sport career, with no expectation of help or negotiation of time or work from her husband. Unlike the dual-career marriages Hochschild (2012)

evaluated, there is no cultural expectation for change to happen within the two-person career. The only option, of course, would be to hire additional help to complete the work the wife is already doing at home for free. Therefore, unlike the implications of the stalled revolution, there is no such expectation of transformation, but rather, the structure of the two person career is instead, a stable preservation of the gender inequality and hegemonic nature in sport.

The dependence of the sport industry on women's work in the sport career reproduces an interdependence of the sport and home sphere. Dixon et al. (2006) claim that a sport career operates within the separationist model of work-family conflict, which postulates that the work and home spheres are expected to operate apart from one another. The authors also cite the concept of greedy institutions, also utilized by Ortiz (2001) to further the concept of two-person careers, in which the demands of the career require such extreme amounts of time and energy. The level of commitment in order to be successful in the career assumes there will be another person contributing to the success of the paid employee. But, the issue with assigning sport as a separationist model of work-family conflict is that in order to be successful in sport, the work and home are not truly separated. As seen within this study, the most successful and long-tenured NBA players are married. Additionally, a correlation is observed between the number of years in the league with the level of commitment from a significant other. These findings indicate and support the two-person career theory that success in a career within a greedy institution requires the support of a second person to contribute to the career. In this way, instead of family and home being separated from one another, success in the career requires the family and home to care for any non-work distractions. Additionally, throughout the study, NBA player's that have wives were found to experience benefits, including longer careers and more followers on Instagram.

Given that success in sport requires the involvement of the family, sport cannot be categorized as a separationist model. The very nature of the two-person career assumes the involvement of another worker to ensure the paid employee can be successful. Therefore, instead of separationist model of work and family, a model representing the reliance of the work upon the family in order to achieve high success would be a more accurate representation of the experiences of athletes and their families. While a familial support system isn't an explicit prerequisite of a sport career, without the family support, the athlete would not have the same function or success in the career in the current structure of sport. To illustrate this concept, take the example of a seesaw, or more affectionately identified as a teeter totter on the playground. In the function of a seesaw, there is a long board with a seat and handlebar on each end. Two children (or children-at-heart) sit one at each end of the board and use the combination of weight and effort to alternate upward movement. When one playmate travels up, the other on the opposite end, travels down. However, the most important aspect in the function of the seesaw is the fulcrum point, or the stationary point in the middle in which the board sits on (see Figure 5.2). Without the fulcrum, the playground toy is not a seesaw; instead it is a board that could be used for many things but none of which would achieve success in the game of teeter totter.

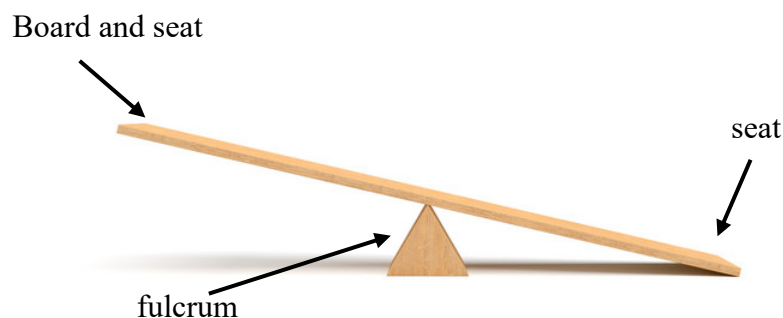


Figure 5.2. Visual representation of seesaw and fulcrum point. (Seesaw image from “Gearstd”, n.d; labels added)

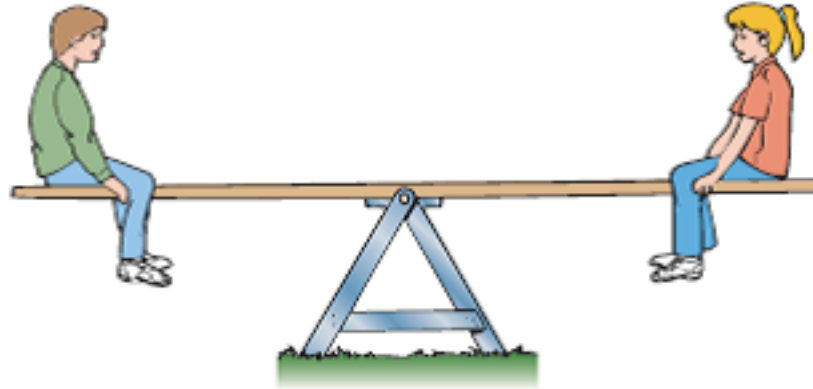


Figure 5.3. Picture of seesaw with playmates. (Gere & Goodno, 2013, p. 493)

In the illustration, represented in Figure 5.3, if the children represent the professional athlete, and the board is the sport, the fulcrum represents the family and its support to the success of the sport career as it currently operates. Without it, the board/sport can still have function, but it would operate drastically different than it is currently.

The power of a support team in the achievement of success is often misunderstood. In his 2011 book, *Entreleadership*, Dave Ramsey illustrates the power of teams using the cooperative labor of the Belgian draft horse. He explains, that one Belgian draft horse can pull 8,000 pounds on his own. Conventional wisdom would say that two Belgian draft horses then, could pull 16,000 pounds. But, Ramsey explains,

The weird this is if you put two Belgian horses in the harness who are strangers to each other, together they can pull 20,000 to 24,000 pounds. Two can pull not twice as much as one but three times as much as one...However, if the two horses are raised and trained together, they learn to pull and think as one. The trained,

and therefore, unified pair can pull not only 24,000 pounds but will hit 30,000 to 32,000 pounds. The unified pair can pull four times as much as a single horse (pp. 230-231).

This illustration of the power of a unified team provides a vivid example of how extreme a unified partnership in a job can exponentially increase the success. In professional sport, a single athlete, much like the single Belgian draft horse, can be a strong and successful in its work. Belgian draft horses are considered a working horse because of its superior strength to other breeds. Professional athletes, also, are at the top of their field. But, the difference is the amount and longevity of success that could be realized when the athlete has a family that is helping with the work that comes with the sport career. As the two-person career theory argues, the success within the sport industry is only possible with the help of a another.

One final illustration to explain the difference in theoretical understanding of career type can be explained using the example of what I am terming, the lynchpin theory. In the literal sense, a lynchpin is a piece of metal that secures a tire onto its axel (see Figure 5.4). When compared to the tire or wheel apparatus, the lynchpin is a small but indispensable part of the wheel's function. The function of the lynchpin makes forward movement, increased progress, and efficient production possible. For without a lynchpin, the wheels would disband from the vehicle and at least delay, if not cease, progress all together. The lynchpin is absolutely vital to the maintenance of the current function of the wheel and without it, the wheel's function will transform to represent a completely different purpose.

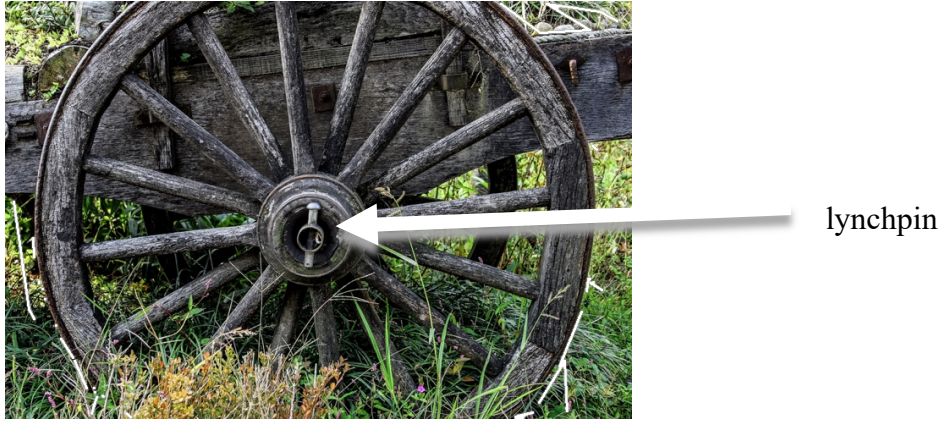


Figure 5.4. Image of wheel with lynchpin. (Image from “Ginaellen”, n.d.; label added)

As wheels have developed over time and tires on vehicles have changed, it is more common to have lug nuts that ultimately secure a tire into place. The lug nut is now the modern day lynchpin, securing the tire in place in order to uphold its function. One of the most modern day sport examples of the importance of the lug nut is in competitive car racing. Upon every pit stop observed in NASCAR, the pit crew’s sole job is to exchange the worn tire with a new tire and then fasten the lug nuts. For the racing team, the speed of tire changes in the pit stop can determined the driver’s ability to maintain or improve his racing position. Racing teams even glue the lug nuts to the tires prior to the race so time doesn’t have to be spent putting the lug nuts on correctly (SmurfinWRX, 2018). When the drill hits the lug nut, the power of the drill breaks the glue’s seal and tightens the lug nut to secure the tire moments before the driver quickly returns to the race. The lynchpin is so important to race, that crew chiefs can be fined for insecure lug nuts (“Penalty Report” , 2019). The key element in this example is that regardless of the advances in technology and development of the tire and wheel, what is still of most importance is the lug nut (or modern day, lynchpin) at the function and maintenance of the tire’s function. Regardless of the vast improvements that have been made between wheels and axels,

the function of the lynchpin has remained the same- to be the one mechanism to secure the wheel into place in order for it to have max progress and performance.

As a more hypothetical meaning, a lynchpin is defined as “something that holds the various elements of a complicated structure together” (“Lynchpin”, 2019). The social structure of the sport industry is most definitely a complicated structure, as it intertwines diverse concepts. For example, professional athlete fathers are benefited by their family role, but then also criticized for missing a game for his child’s birth. Professional football players are praised for their aggressiveness in the sport and condemned for showing aggression off the field. The sport industry is constructed for athletes to both achieve and retire from their ultimate career dream of being a professional athlete before they’re 30 years old. And most applicable to sport wife related concepts, professional sport wives are both relied upon and ignored for their work in maintaining their husband’s professional sport career and the sport industry as it functions today. The lynchpin career theory postulates that in order to achieve success in the career industry, as it is currently structured, the employee must rely on others due to the high demands of the career industry. So, in the pit crew example, if the athlete is the theoretical tire, the work his wife and family do for the career is the lug nut. But, no wife I know would want to be compared to a lug nut, so let’s just go with the lynchpin theory.

Contrary to Dixon et al. (2006) claim of sport careers upholding a separationist model in work-life conflict, the lynchpin and its corresponding system can physically not be separated and still uphold its current state. The parallel model, integrationist model, is also not applicable to the sport industry. Although the family and wife are expected to participate in the sport career, they are not integrated as such, as previous research has confirmed their experiences of being isolated, ignored, and neglected at the hands of the sport career (Gmelch & San Antonio, 2001; Ortiz,

2001, 2002, 2004; Roderick, 2012). Therefore, a better goodness-of-fit model for the sport career is the lynchpin model in which the current structure of the sport industry is maintained in its current state and function by the wives' and families' work in the athlete's sport career.

What the data didn't show. The least common self-presentations that the wives included on social media can also be a great indication of her identity negotiation on Instagram. The following coding categories were each found in less than 3% of the data: Wife as an instigator, sexually suggestive, wife experiencing adversity, food-dominate posts, physical activity, pets/animals, mood and feelings, and the "other" category. As previously discussed, social media has been a conduit for wives to share their opinion, or disdain, for an occurrence in her husband's sport career (Cortes, 2016), which then has been distributed through popular media, framing the wife as instigator and causing distress and unwanted negative press to her, her husband, and his athletic team. However, in the study only one of 6,286 posts were categorized as a wife as such instigator. Additionally, although sport media has framed wives commonly as sexually suggestive and experiencing adversity (Grame-Zeller & Coble, 2017), the wives very rarely frame themselves as such, only .06% and .08% respectively.

The results of the data revealed that pictures were the most common content type at 3,460 (55%), followed by captions at 2,381 (38%) and then videos at 445 (7%). In total, the visual content (pictures and videos) make up the majority (62%) of the type of content on Instagram. This is reflective of the visual nature of Instagram's platform and design. Additionally, visual content is required to make a post, so naturally, pictures would be expected as the most common. To further evaluate the data by assessing the self-presentation by content type, Table 4.21 shows that Instagram photos posted by the NBA wives are dominantly people focused- herself, her children, her extended family and friends, and her husband. The wife's own career and pop

culture themes show up more commonly in the text content and videos, while her agency in the two-person career is shown most through videos. This aligns with the goals of the NBA-Instagram partnership, in which the league and its players use Instagram to share highlights, scores, and other career-related updated. All content categories, however, reflect the combination code, as well as the wife's role as a parent. These results reveal that regardless of the other types of content within a post, their children are of the most common patterns on her Instagram for every type of content.

Combination codes. The most commonly used code within the data was that of the combination code, indicating that those unit of analyses reflected more than one role. Among the two codes used in combination, there were three pairs that were the most common and each proved statistically significant within the chi-square test results. Just the most common individual portrayals were related to her roles within her family, the most common combination codes also reflect her family role. The most commonly used portrayal combination was the woman's role as a wife and her role as a parent at 20% (n=194) of all combinations. The other two most commonly used codes used in combination are also in relation to her family relationships. The codes of 'her role as a parent' and the 'celebration of a holiday/special event' is the second most commonly (n=82) used combination, while the third most common combination was her 'role in extended family and friends' and the 'celebration of a holiday/special event' (n=79). The results of these pairs reveal overwhelming evidence that the wife portrays herself most prevalently within the relationships with those close with her. Additionally, when combined with the individual coding of her role as a parent (n=907), as a wife (n=422), and within her relationship with extended friends and family (n=697), she represents herself most often in these roles at 38% (n=2381). These results are consistent with

Ridgeway's (2011) claim that women are more likely to identify themselves within a communal identity with others, particularly the schema of family devotion.

Research Question 3

Husband inclusion and tag rates. The purpose of the third research question was to evaluate how often a sport wife includes her husband in her Instagram postings. Within her posts, the wife includes the husband only 15% (n=963) of the all units of analysis, with visual content including the husband much more than the written content. However, the husband's Instagram profile is only tagged within 11% of all units of analysis, revealing NBA wives to more commonly include, but not tag his profile in her posts. The difference, of course, is that tagging another profile will automatically connect the two profiles with click-throughs between the tagged content, as well as all visual content available on the tagged-profile's page. For example, if a wife with a public profile links her husband's Instagram profile in a family Christmas picture, the content will not only post to her profile, but will also post to his profile under the "tagged" tab which is available for all Instagram users to view. By tagging another profile, the post has an increase audience of not only the user's followers, but also the followers of the profile that is tagged. While tagging other profiles is a strategy to gain more connections on Instagram, the NBA wives have very little of their content digitally connected with their husband's Instagram profile. This could also be a strategy to minimize the belief that sport wives use their husband's public career to gain their own notoriety, as very rarely did sport wives tag their husband's profile. Within the data, only an average of three out of 241 (1%) units of analysis did they choose to tag their husband's profile. At such a low occurrence, it's unusual for NBA wives to use their husband's profile to gain additional followers and her own platform,

despite the widespread stereotype of most women marrying professional sportsmen for their own fame.

Wives with public careers. Based on the results of the chi-square analysis, there was no significant relationship between the wife's husband inclusion rate based on if she had a public career. However, interestingly, the tag rate of her husband's Instagram profile within her Instagram content was found to be statistically significant higher than what is expected. These results indicate that while the wives with public careers don't include their husbands more often in their Instagram content, they do, however, create more digital connection to him and his followers via her tagging of his profile.

NBA wives as bloggers. The NBA wives that manage their own lifestyle blog did have a significant relationship between their career and their use of their husband within their posts. The blogging wives were found to include their husbands significantly less than what would be expected, as well as tag his profile within her content significantly less. What is interesting about these results is the very nature of a digital blogging career. Roca-Sales & Lopez-Garcia (2017) explain that blogs and other creative content rely on self-branding and the use of social media to distribute the brand, making the audience and number of followers of great importance to the self-brand, blog, and the success of both. In an industry that so readily relies on followership as it relates to financial success, conventional wisdom would assume to utilize the large audiences that a brand is connected with to increase followership. In this case, it would be expected that NBA wife that are bloggers would utilize her husband's public career and public brand to increase her followership on her own blog and social media. However, that is not case based on the study results. Instead, the NBA wife blogger rarely, if ever, included her husband on her profile. In the cases she did, it was rare that she didn't identify his career, and instead only

framed him as it related to his position in their marriage. Instead, the vast majority of the blogging NBA wives photo content were selfies in which the visual content only included her. Here, again, the study reveals that NBA wives are disproving the stereotype of sport wives earning popularity and her own success through her husband's career. Conversely, during the coding process, blogging NBA wives were observed to often do the opposite- keeping her husband's career success private by not discussing his career, his status, the team, or any other identifying aspects of him and his career.

The act of exclusion of her husband's career in her online blog work can be considered an act of her control work and a strategy to separate herself from sport wife stereotypes, much like the wives with a private or not profile have done. By selecting to not include her husband and his career on her profile, she again is choosing to self-protect her family, her husband, and his career from public consumption. Because blogs rely on self-branding, blogging NBA wives are carefully balancing the need to share authentic personal details for the success of their career, while also not including details for a large aspect of her life- her husband and the two-person career she participates in. This is a delicate balancing act, as she walks the tightrope of shielding her family from public consumption to protect them and her husband's career, but also being her authentic self for the benefit of her blogging career. Additionally, by excluding her husband and his career from her posts on Instagram, blogging NBA wives are actively distancing themselves from sport stereotypes that categorize partners as using the relationship with a sportsman to increase her own career. Here, it is as if she is not only walking the tightrope, but doing so while attempting to balance heavy glass plates in each hand. The management of this public identity reveals the protective nature of professional sport wives. Within her identity negotiation, she is protecting her family from public consumption, her husband's career from any backstage

performances that could affect it, and herself from sport wife stereotypes. But, in the process of shielding herself, her family, and her husband's career, she is also limiting her opportunity for success in a space in which authenticity benefits her career.

Traditional wives. The NBA wives that do not have a public career or verified profile showed a statistically significant, slightly more husband inclusion and husband profile tag rate when compared to what is expected. While these wives don't include their husbands nearly as much as the wives with public careers do, based on the results to RQ4 their representations of their husbands are made within both the marriage and her work in his career. On the contrary, though, the wives with a public career also had a high inclusion rate of their husbands but most commonly in combination with their children. Therefore, these results show that wives with their own public careers presents themselves much less often in relation to her work in her husband's career and more so to the marriage role and relationships with their children. But, traditional wives, instead, focus their husband's presentations on their work in both their role as a wife and as a worker in his career. These results further support the coupling theory in which some behaviors are linked to specific circumstances, along with the previous claim that the wife's career is a determining factor in the family's gender and familial roles.

Wife inclusion rate. Overall, the wives included themselves in the visual content of their Instagram posts 64% of the time, much more often than they include their husbands (21%). Among the photos with the wife, 24% of them are selfies. While there was no significant difference of wife inclusion rate for those that had a public career and those that didn't, the other three wife career categories did have a statistically significant difference. The wives with a verified profile but no public career, were much less likely to include themselves in their post when compared to the other wives and to what would be expected. Bloggers, on the other hand,

were much more likely to include themselves in their content, while traditional wives were only slightly more likely to place themselves within their visual content.

These results support the previous results found for the most common types of portrayals based on the career type. While the blogging wives had a much smaller husband inclusion rate, they also had a much higher self-inclusion rate. As a self-branding industry, NBA wives that manage a blog are performing the self-focused marketing strategy indicative of bloggers. On the contrary, wives that have a verified profile but no public career limit their self-inclusion and instead focus their posts on others.

Traditional wives, though, had both a statistically significant high husband inclusion rate and self-inclusion rate. These results indicate that the traditional wives focus their social media presentations on the couple, which again aligns with the gender-specific roles in which women identify more with their communal identity within her family and the care work she does within these relationships (Ridgeway, 2011). Since this category of wives is the most common among the sport wife groups, these portrayals are the most frequent among all sport wives. But, because their follower counts are much less than women with public careers and verified profiles, this wife category does not receive the same level of public focus as the other wives. Therefore, stereotypes and other generalizations are made upon the less common sport wife categories, even though they are within the minority of sport wives.

Research Question 4

NBA wives with public careers. Assessing the effect of a wife's career status as it relates to her presentation on Instagram can provide extensive insight to her identity negotiation as it relates to her family and work role. Wives with their own public careers were shown to have a statistically significant more portrayals as it relates to her role as a parent and her role in her own

career when compared to what is expected. They are also more likely to have a combination of the portrayals than other wives that do not have public careers. But, they were much less likely to portray themselves within a selfie. These results show the balance of a working mom's dual roles, as the most significant codes used were a balance of the woman's role in family and in career. Although these wives were less likely to frame themselves in relation to her husband or her husband's sport career when compared to the other wives, she was significantly more likely to include content revolving around her children and her role as a parent. In this way, working wives focus their family-based role on their children but not their marriage.

NBA wives with verified accounts. The three wives that have a verified Instagram profile but no public career were significantly less likely to share content related to her own career, upload a selfie, and to frame themselves in combination. However, they were also statistically significantly more likely to share content related to her role as a parent and celebrating special events and holidays. Most notably, though, was their use of their Instagram platform to share their faith, encouragement, or their philanthropy efforts statistically significant more than the other wives and what is expected.

As discussed previously, these wives are acting in accordance to traditional gender roles with their long-time partners. Additionally, these group of women are also a part of the collective family brand of her marriage and children. Including her children more so than other wife categories shows her commitment to both the role of serving her family, as well contributing to the overall family brand. Celebrating events and holidays was also found to be most used in combination with their family roles, indicating that these celebrations are shared by sport wives in the context of their relationships. Having an increase of celebrations found with this group once again supports the notion of sharing the family as a whole and increasing the family brand.

Additionally, the wife's work in philanthropy also supports the distinguishing characteristics of this wife group to be one that uphold gender roles by serving others.

NBA wives as bloggers. NBA wives that manage a blog showed a very different self-presentation than the wives in the other career categories. The blogging wives had a far higher rate of selfies and her own career ambitions than the other non-blogging wives. But, unlike the rest of the wives, blogging wives had a statistically significant fewer content that showed her role as a wife, as a parent, with extended family and friends, as well as a combination of portrayals. These results show how vastly different self-presentation this group of wives had on Instagram than the other three wife categories. Roca-Sales & Lopez-Garcia (2017) explain in their investigation of American woman bloggers as compared to women magazines, the content in each can be categorized into three themes. For women's monthly magazines, the content exemplifies "wife-mother- housewife (devoted to her husband, children and home), superwoman (wife, mother and ambitious professional who also has time to work out and look beautiful) and woman as object of desire (mostly devoted to her body)" (p. 190). In the blogs, the researchers found the three topics to be "style & beauty," "entertainment," and "love" (p. 205). The authors contend that both media outlets align with the triad axis of beauty-love-home in which all their content reflects. On the contrary, NBA wives that manage a blog have only one axis of the triad- beauty- to build her brand on. The other topics- love and home- are heavily guarded by the wife's self-protective work within her family and public two-person career, along with her work in distancing herself from sport wife stereotypes. Blogging wives have shown that they don't just distance themselves from their husbands and his career, they all but avoid it on their Instagram accounts. But, if research has shown that successful bloggers have been found to use love and home as a way to increase their following and fan engagement, blogging sport wives who

exclude these topics are at a disadvantage when compared to other bloggers. The question here is why they have chosen to so drastically exclude their family from their public Instagram profile, even though it is contrary to the practices of successful bloggers? This practice is also contrary to the presentations of the other sport wives, including the wives with public careers that rely on a large following for their own career success, similar to the bloggers themselves.

The phenomenon here is that the blogging wives are in two categories- sport wives and female bloggers- that utilize their collective identities with their family and husbands and have seen increased number of followers. Theoretically, it would seem that since both groups have used that method for increased followers, doing so would provide bloggers with an increased chance to gain followers from either group of following- either sport fans or blog followers. But, instead, these wives all but reject the opportunity to do so.

Perhaps the explanation for this occurrence is that this strategy of limiting the presentation of co-identity is of the most blatant negotiations of her identity on Instagram. When compared to the other sport wives and American bloggers, blogging sport wives include their families drastically less. Is this possibly because she is not involved with her husband's career or children as are the other sport wives and American bloggers? Of course not, as a blogging career is a career for wives and mothers who need a flexible work schedule that can be completed around the demands of their families (Duffy & Hund, 2015). This is the exact reason why blogging careers is one of the main career choices among the NBA wives, because it aligns with the demands of the sport career and the children. However, by distancing themselves from their collective identity within their families, blogging sport wives are blatantly negotiating their identities by distancing herself from sport wife stereotypes and her marriage and family work, while also increasing the presentation of her career role on Instagram. The major difficulty,

though, is the competing ideals of the husband and family's involvement in the success of her career. As a blogger, including her family has proved fruitful for the engagement and interest in the content. However, as a sport wife, including her husband and his notoriety in the sport career for her own personal career gain is the exact stereotype that sport wives often distance themselves from. In the current study, for the other three wife categories, the inclusion of her husband and family are not directly tied to her career success. The wives with a public career have already solidified their unique talents through the success they have found in their careers and therefore don't need to utilize their husbands' for their own personal gain. Further, neither the traditional wives and the wives with a verified profile but no public career have careers or their careers are not shared through their Instagram profiles, as shown in the results of this study. Therefore, the blogging wives are the only wife category in which their inclusion of husband and children on their Instagram could be misunderstood as a strategy for personal gain. This negation of career expectations and identity as a sport wife serves as the most blatant strategy used to distance themselves from the sport wife stereotypes.

Traditional wives. NBA wives that do not have a public career, blog, or verified profile also saw a difference in self-presentation compared to the wives within the other career categories. Without a career or profile that assumes the watching of an audience, the success of their career is not closely related to their public persona, as are the wives in the other categories. The traditional wives included their relationship with their husband and her agency in the two-person career more than expected and more than the wives in the other categories. They also included significantly more content that included their family and friends, but had significantly less content that portrayed her as a parent and much less content in regards to her own career ambitions as it relates to the other wife categories.

All of the distinctive presentations seen within the traditional wives' profiles related to their husband or other family and friends, much like the overall finding that NBA wives present themselves within a communal identity. However, the under-representation of her children perhaps indicates that not all of these women have children to include within her presentation, or she is choosing to limit their children to public consumption. This finding could possibly reveal the traditional wife's in protecting her children from the public aspects of the two-person sport career.

Research Question 5

NBA married couple's Instagram profiles & managing co-identity. As previous sport wife literature has discussed, one of the difficult aspects for sport wives to navigate in their sport marriage is the phenomenon of being known only as it relates to her husband- "so and so's wife." While this study has already identified the benefits for NBA players that are married, manage a co-identity with their wife, have a family brand, or have wife with her own public career, the co-identity benefits for the wife have not yet been assessed. Additionally difference in benefits for husband and wife have yet to be assessed. This management and negotiation of co-identity can not only affect the sport wife personally, but assessing the impact of the co-identity on the sport wife's public social media presentation could provide additional insight to the impact of the sport marriage on the sport wife. By also assessing the difference in benefits between the husband and wife, the value of marital roles and co-identities in sport can be explored further.

Husband to wife. For all married NBA couples, NBA players were found to have statistically significant more Instagram followers than their wives. When the wife's Instagram profile status was taken into account, the married NBA players again were found to have statistically significant more followers than their wives. Only five couples out of 66 total married

NBA couples (or five of the 49 married couples in which the wife had a public profile) were an exception to this rule and the wife's followers exceeded those of her husband's. In all five cases in which the wife's followers exceeded her husbands, the wife had her own public career.

However, there was not a statistically significant difference in their number of profiles following for either group.

Husband to wife- inclusion and tag rates. When assessing the effect of the rate in which an NBA wife includes her husband in her post, it is important to evaluate the observed differences for those that had a high versus low inclusion rate. The study found that for the wife group that had a high husband inclusion rate, the husband had statistically significantly more followers than his wife. Additionally, when the wife had a high inclusion rate of her husband, there were no instances in which she had more followers than him. Therefore, the wife's inclusion of her husband does not increase her number of followers, narrowing the gap between the her and her husband's total number of followers. However, for the couples that the wife had a low inclusion rate of her husband, there was no statistically significant difference in the number of followers between the couple and there were five wives that had more followers than her husband.

However, the results of the effect of the wife's tag rate of her husband's profile is vastly different. For the couples in which the NBA wife had a high profile tag rate of her husband's profile, there was not a significant difference between the couples' number of Instagram followers. In contrast, the wives that held a low husband profile tag rate did find a statistically significant difference in which the husbands had far more followers than their wives. These findings support the notion that connecting to the NBA player by way of tagging the husband's

profile will increase the wife's connectivity on Instagram and will ultimately limit the difference in number of followers between husband and wife.

Among the wives that had a low inclusion rate, there were five wives that had more followers than her husband. As noted previously, the five wives that had more followers than their husbands all have their own public careers. What is interesting, though is that three of these same wives were shown to have a high tag rate for their husbands. Therefore, it can be concluded that wives with a public career don't include their husbands as often in their content as other wives, but when they do, they tag his profile more often than the other wives. The results from the study reveal that this leads to an increase in both her number of followers, as well as her husbands, as husbands of public career wives have more followers than the husbands of wives in other categories. Also, there is not a statistically significant difference between the husband and wife's followers when the wife has a public career. On the contrary, wives within the traditional wives category have higher husband inclusion and tag rates, although much less than the tag rates of public career wives. The study's findings show that the women who have a high inclusion rate have a statistically significant larger disparity between her and her husband's followers. But, the increased tag rate has proved to show an increase in the number of followers for her and no statistical disparity between the number of followers between her and her husband. Therefore, it can be deduced that high husband inclusion rates do not increase a wife's followership, while a high tag rate does. Ultimately, the notion of the "click-through" links and its effectiveness in increasing a person's connectivity is confirmed.

Husband to wife with career status. Based on the wife's career type, there was again no difference in the number of profiles the husband and wife were following. There also was no significant difference between the number of followers for the husband and the wife based on the

wife's career type for the couples in which the wife that has a public career, blog, or verified profile. However, for the couples in which the wife was a traditional wife, a statistically significant difference was found between the number of followers. The husbands were found to have significantly more followers than their wives. This is a logical finding, as the traditional wife group is the only wife group that does not have their own personal or family brand to maintain within the public. Therefore, without a public brand, these wives don't have the need to use their social media for reasons related to their careers and therefore are not using their profiles to increase their number of followers that will also ultimately increase the bottom line.

However, as we've seen, NBA players that are married have statistically more followers than their non-married teammates, indicating the wife's benefit to her husband's number of followers. But, although they still have more than non-married players, NBA husbands that have a traditional wife have statistically significant fewer followers than the NBA husbands with wives in the other career categories. Therefore, the wives with their own public careers benefits their husband's career even more by increasing his number of followers through her own notoriety. However, there are five cases in which the NBA player had less followers than his wife, all of whom their wives had their own public careers.

Power couples. For the sake of clearly defining power couples and a sport wives' use of social media as it relates to her work, the wives and NBA couples were identified in the quantitative stage of the study as power couples strictly according to Cobb & Ewen's (2015) definition of power couple. In their explanation of the term, a couple is considered a power couple if they both have been successful and influential in their respective public careers. Therefore, power couples referenced in the previous results chapter discuss couples in which the wife also has been successful in her own public career. But, to further assess the NBA couples'

goodness of fit with the qualities of true power couples, the definition and theoretical understanding of the term ‘power couple’ must first be further explored and developed. By using Ewen’s further analysis on who is and who is not accepted by popular media as a power couple, the concept will be further explored and then applied to married NBA couples as it relates to their fit-ness to the concept, despite the limits imposed by the wife’s career status.

The basic notion of a power couple, as described by Cobb & Ewen’s (2015), is that two people in a relationship are both influential and successful in the eyes of the public. This, of course, assumes that the couple is available to the public by way of their public careers. Further, the theoretical framework of the power couple implies that the couple will have a greater influence together than each would have individually (Parmentier, 2011). But, within this version of the power couple conceptual framework, publicity and success are strictly the qualifications for a power couple. Certainly every power couple has publicity and success, but not every couple that has publicity and success are considered power couples. What then classifies power couples as truly power couples? I propose here that while publicity and success are a key aspect of classifying a power couple, they are only a means to an end for what I identify as the true qualifications for a power couple.

There are two stakeholder groups in which ultimately construct and sustain the couple as a power couple- the media and the consumers of media. In order to even be considered as a power couple, the media must acknowledge the couple as such, sharing news and related content on the couple. In this way, the media affects the first qualification of a power couple- the influence in which the couple has together, and thus determining the level of publicity they will receive from the media. The media and influence correspond with one another to ultimately lead to the active assignment and role of a power couple. Of course, influence as a basic concept will

not ultimately determine the power couple; instead, the *level* of influence is the distinguishing factor taken into consideration of which couples meet the threshold of a power couple. The level of influence and its active disposition will be explored later with the help of detailed illustrations.

Along with influence and its alignment with the media, the consumers of media are also an important aspect of the creation and sustainability of the power couple assignment. But, if the media is the ‘judge’ then the media’s consumers serve as the ‘jury’ take a much more passive, but still as important role in identifying power couples. Although the media first presents the couple as such, the consumers must also accept the notion of the pair as a power couple received from the media. As an aspect of their passive acceptance, the media’s consumers reward the media by increasing consumption of the couple related content. In this way, the consumer ultimately mandates the second qualification- likeability. Just as with influence, it is not just simply likeability that qualifies a couple, but it is the *level* of likeability that qualifies the couple as a power couple.

The media, then, is the gatekeeper to actively introduce the couple as a power couple; the consumers then passively accept or reject to determine the further reproduction of power couples. Therefore, a power couple must appeal to both media and its consumers based on each of their needs for consumption- influence and likeability. I propose that the unique combination of these qualities are the most cornerstone of qualifications for the social acceptance and ultimate longevity of a power couple. In this further developed framework, I suggest that influence and likeability cannot be separated from one another and the level of both will determine the assignment and acceptance of a power couple. The level of influence speaks to the reach and impact the couple will have within their partnership on the consumers, while likeability speaks to the media’s willingness to participate in the reproduction of the pair as a power couple. Of

course, the media can make a decision of inclusion based on the couple's influence, but if the couple's likeability is low, the media and its audience will refrain from accepting the couple as the beloved 'power couple.' In the same vain, the consumers may request the inclusion of an unlikeable couple, but the consumers would not accept the same level of influence in which to accept the pair as a 'power couple.' Having one quality without the other will affect the media and its consumer's cooperation in producing, accepting, and reproducing the couple as a power couple.

A tale of two presidential couples. To further explain these concepts, let's look at a common representation in North American politics. Political figures are a unique subset of popular American culture that has vast information regarding the public's perception of them with research on their approval ratings. Regardless of a person's political party affiliation, the influence and likeability of President Barack Obama and his wife, First Lady, Michelle Obama is undeniable. Aside from the technical aspect of his job, the Obama's have had a great influence on social aspects of America. As the first African-American couple in the White House, they opened figurative doors to people of color while shattering stereotypes of African-Americans. President Obama speaks with a combination of elegance and realism, connecting with his audience while also exuding his intelligence. It's not uncommon for him to crack jokes, speak with a sweetness of his wife and daughters, or participate in pop culture such as late night television shows or filling out a NCAA Basketball Tournament bracket. Michelle, too, participates in pop culture such as appearing on the Ellen show, along with giving her own equally impressive elegant but relatable speeches, and revealing a sincere joy and pride for her husband as they danced and laughed together during the first dance at the inaugural ball. The couple make themselves relatable, personal, and reflect qualities that our society values- hard

work, overcoming adversity, marriage, fidelity, parentage, humor, and humility. For the 11th straight year, President Obama was voted the Most Admired Man based a 2018 Gallup Poll and Michelle was voted the Most Admired Woman after finished second three consecutive years prior (Jones, 2018). Regardless of one's interest in politics, it is hard to deny the influence and likeability that the Obama's reflect, making them exude the definition of a power couple.

In contrast, it would be difficult to find someone that would classify President Donald Trump and his wife, First Lady Melania Trump, as a power couple, even among those that voted for him to win the presidency. It's important to denote the difference between a power couple and a *powerful* couple. Of course, every president will have a sense of power, either positive or negative, because with the position comes great national and international responsibility. This level of power speaks to the influence of the couple, an important cornerstone to qualifying for a power couple status. Despite the type of influence, a public couple can exude the qualities of powerful people, but still fall short of the media's acceptance of a power couple. Where the Obamas exuded comfort and synergy with one another, the Trumps exude awkward and disjointed interactions. The media have shown many instances in which Melania Trump has refused her husband's hand, the president unashamedly walked in front of his wife, or the couple was otherwise dismissive of one another. Between the president's personal history of infidelity and multiple marriages, along with the tape recorded conversation and other allegations of sexual assault, President Trump's personal life is one that lacks a sense of family-centered values that are highly regarded in the American culture (Cranley, 2018; Gjeltén, 2018). Additionally, the president's speeches are at best, unrefined, and has increasingly used profanity throughout his presidential term, a practice that is often seen as unpresidential (Baker, 2019). Further, President Trump's use of social media to publicly insult or go on a rant about someone or something are

reflective of the type of awkward social interactions that make adults reminisce their high school days leading some to refer to him as the “bully in chief” (Burleigh, 2019; Olen, 2019, para. 8). And the polls have supported this notion. Other than President Jimmy Carter, President Trump has had the lowest approval rating, and his highest approval rating is lowest among the other presidents’ highest approval ratings (Jones, 2019). Additionally, he has been found to have a lower approval rating as a person than his approval rating on the job (McCarthy, 2019). Melania Trump was also ranked the lowest favorable rating and the highest unfavorable rating for potential first ladies (Saad, 2016). Although the presidential couple may have influence in their positions, they lack the likeability element to be considered a power couple.

A tale of two farming couples. Outside of the presidency and other political careers, there are no official public polls to assess a person’s likeability or approval rating. Instead, evidence can be gathered from memories, stories, and the way others speak of the person or family. And small-towns are the perfect example of that. In communities where everyone knows one another, this interconnection can matriculate into either positive or negative stories about one another. Of course, when everyone knows everyone, they are well aware of the good and the bad qualities. Springville, Iowa was no exception, as it is the epitome of small-town America, and the home to Marvin and Hazel Eberhard. Both were brought up in farming families and were raised in the Christian faith, family values, and long hours of hard work. When they moved to what would be their home for 51 years, they were known for their farming skills on the 360 acre farm with crisp corn rows, immaculately kept farm equipment, and the quintessential American home. While Marv was achieving his dream of managing a successful farm, Hazel was achieving just as much success in her own right. In the post-World War II era of women staying home to care for the children, Hazel challenged the norm by attending cosmetology school and starting her own

beauty shop. To say that they were successful would be putting it mildly- maybe not always in the financial sense but definitely in the lifestyle they had always desired to live.

Along with the success they achieved in their respective career fields, it is clear from the stories repeatedly told of them, Marv and Hazel were one of the most beloved couples in their small town of Springville, population 1,000. Together, the pair exuded infectious joy, making fun wherever they went. Hazel was a tall, petite woman who took pride in being able to fit in her wedding dress on their 25th wedding anniversary. Marv was 6' 3", a large and tall man for his era, and took pride in his massive and strong hands. He bragged that he wore a size 14 wedding ring and often found ways to use his size to jokingly, but convincingly intimidate others. When describing his size in their 2015 book, his daughter, Lorri (Eberhard) Zeller explains about her first date with her now husband, Steve,

Dad had hands like the Hulk and...[h]is fingers are probably three times the size of mine. [As Steve, Mom, Dad, and I were talking], he started pretending to get mad about something (I think he was trying to intimidate Steve), complaining to Mom about this thing he was "mad" about. Dad flicked the can with one of his massive fingers, making a loud *ping* sound, and it flew across our living room and landed right next to Steve's feet. It looked like Dad had taken his fist and crushed one side of the can through the other (p. 25).

But, regardless of his size, everyone knew that he was just the gentle giant, as he and Hazel cared deeply for others and their community. Along with having the 200+ church congregation out to the farm for the annual Eberhard picnic, Hazel made dinner for the around 100 kids every Wednesday for the youth group. She was cooking so often for others that the church kitchen was affectionately nick-named, "Hazel's Kitchen." Her

grandchildren all share stories of how, regardless of the work she had or the feast she was cooking, she always had time to sit on the floor and play. It also wasn't uncommon for her to make Halloween costumes for the grandkids, to knit or crochet items to donate or give as gifts, make replica clothing items that were too expensive to buy for the kids, and even made a hand-sewn mother-of-the-bride dress for a friend when she couldn't afford a new outfit for her daughter's wedding. The most admirable aspect of all these kind acts is that she never expected anything in return.

But, it wasn't just their selfless care for others that made them so loveable; it was also their humor and candid personalities that drew people to want to spend time with them. Marv had the type of sense of humor that was so honest that his jokes made everyone both laugh and feel uncomfortable at the same time. For example, when company would stay too late at the house, he would escape to the bedroom, put on his pajamas, and then come out and announce that he had his pajamas on and it was time for everyone to leave. Or, there was the time that he went golfing with his pastor and after Pastor hit a nice shot, Marv declared, "That shot was as straight as a Moose's penis." Hazel would consistently respond with an embarrassing, "Oh Marv!" to his funny and inappropriate comments. But, Hazel also had her own sense of humor. For example, in a grandparents' book she filled out to memorialize their lives, she wrote, "I knew I'd met someone special when I met Marv because he was a lot of fun and different than the 30 other guys I had dated."

The combination of the selfless care and unique humor made them the beloved couple of Springville. Like the story of the time Marv took his grandkids to the local haunted house and after a zombie character jumped out to frightened them, he held out his hand and said, "Hey Joe! How are the kids doing?" The zombie proceeded to chat about the most recent happenings and

missed his next scare opportunity because he was lost in conversation with Marv. They were so well loved that there are still stories told around the community about the annual Springville Fun Days. One year, a Vietnam veteran returned from the war and was an arm wrestling phenomenon, beating everyone that challenged him at the event. After some prodding from most of the community members, Marv went over to challenge the arm wrestler in his typical, laid back demeanor. He sat down with his old farming pipe in his mouth and elbow on the table. The moment he wrapped his large hand around the competitor's hand, the arm wrestler knew it was going to be a difficult opponent and he would have to give it all his strength. As he was straining to defeat the strong farmer, he looked up at Marv to find him with a relax manner. Then, Marv calmly removed his pipe from his mouth and said, "Have you started yet?" and then casually pinned his hand. The numerous stories of their life, such as these, reinforce the notion that they had a high likeability. Most recently, after Marv passed away unexpectedly in his sleep, the pastor both teared up and laughed throughout the eulogy, as did the entire audience. Stories of him and his wife, who passed away unexpectedly 23 years prior, filled the service that brought upon such mixed emotions and reactions from friends and family. Especially when the pastor explained that Marv had been giving him a hard time for years because he hadn't written his eulogy yet. Marv thought he should be able to proofread it but instead, since it wasn't yet written, he told the pastor there were three requirements- to be really funny, a little bit religious, and not too long. The audience couldn't help but cry for their loss and laugh at his antics. These stories, and many others, bring much evidence to Hazel and Marv's likeability in their community. And on a small scale, it could be argued that they were the power couple of their town. But, although they had a deep influence within their community and family that has impacted many generations, most people outside of Iowa and the family probably haven't heard

of the Eberhards. Their influence was great, but in proximity, it was limited when compared to couples that have public careers. While their level of likeability could meet the threshold of a power couple, they did not have the same opportunity to gain the level of influence to be considered a power couple in the national media. A farming family that spent the tenure of their careers in the same community were dearly loved, but limited in their reach to influence others.

In comparison, another farming couple, who currently owns a farm outside of Nashville, Tennessee has both likeability and influence. Mike Fisher found major success in his career as an 18-year veteran in the NHL. In his career, he played 1,104 games, made 278 goals, and scored 589 points (“Mike Fisher Stats”, n.d.). He made 50 game-winning goals and was the captain of his team, the Nashville Predators (“Mike Fisher Stats”). Along with his career accomplishments, he is also recognized for his commitment to serving others. He even won the 2012 NHL Foundation Award that is awarded to a player that exudes the “core values of hockey - commitment, perseverance and teamwork - to enrich the lives of people in his community” (“Mike Fisher Stats”, para. 4). Fisher has been outspoken on his commitment to his Christian faith and his family, while also being recognized for his caring and humble personality (Garcia, 2017). His strong commitment to family shows, as he publicly boasts about his wife’s accomplishments, attends her performances and many award show appearances, and cares for the couple’s children while the couple is traveling for his wife’s touring schedule.

Mike Fisher and his wife, Carrie Underwood, were married in 2010. Underwood is one of the most prolific artists within the country music industry. Winning the hearts of America with her humble beginnings on a farm, innocent country accent, and her explosive voice, she was the American Idol winner in 2005. Since then, Underwood has seen vast success in country music, as well as other industries. She has won seven Grammy Awards, “sold 64 million records

worldwide, and recorded 26 #1 singles, 13 of which she wrote” (“Bio” , n.d., para. 1). She has also starred in the Emmy-winning *The Sound of Music Live!*, launched her own fitness and lifestyle brand and athletic clothing line, has been inducted to the Grand Ole Opry, has been the voice of Sunday Night Football for six seasons, and has co-hosted the CMA awards for 11 consecutive years (“Bio”). Along with extensive career accomplishments, Underwood’s outspoken Christian faith, humble attitude, quirky personality, and commitment to her husband and family, have increased her personal brand and likeability.

Growing up on a farm, Underwood was accustomed to hard work and strong family values, which are now emulated with her own family with Fisher. The couple has two children and own a farm in Nashville. Together, the public display of marital roles and career success of Mike Fisher and Carrie Underwood represent the same all-American values of faith, family, and hard-work that were also displayed on the Eberhard's farm. This enactment of American values, coupled with their humility and service, has launched Fisher and Underwood into a role of likeability. Further, their respective achievements in their careers has led to a vast audience in which to influence. Their high level of influence is confirmed online, as the couple has over 9.5 million total followers on Instagram. Unlike the Eberhards who were also raised in a humble, farming lifestyles, successful in their own respective careers, and had a high likeability in their respective community, Fisher and Underwood have a much farther influence than the small Iowa town.

Each of these four examples serve as a way to describe the qualities in couples that could ultimately determine the couple’s fit-ness for the power couple assignment. The level of influence and likeability, what I am postulating as the cornerstones of being identified as a power couple, are ultimately what determine a couple’s fit-ness to be identified as a power couple. The

couple must have both to sustain the media and consumers collaborative maintenance of the couple's prominence as power couple. Cobb & Ewen's (2015) definition of power couple identifies publicity and success as the qualifiers of the theory. While I disagree that publicity and success are the main qualifiers (for reasons I've already identified), I do agree that each play a major role in the development of the couple's influence and likeability. The level of influence that one or both of the partners experience is highly influenced by the publicity and/or the success they receive within their public careers. The same is true of likeability. A person in the relationship or the couple could be seen favorable from either publicity they've received or because of level of success they've experienced in their public career, and therefore these concepts should not be negated within the developing framework. But, publicity and success are only the means in which to obtain the actual power couple qualifications- influence and likeability.

Among married NBA couples, there were 10 couples that met Cobb and Ewen's (2015) definition of power couples, which identifies a power couple as two people that both have public careers in which both have received publicity and success. In exploring the application of this definition of power couples in the NBA, however, when referencing Table 4.51, not all 10 couples have the same level of followers as the others, indicating that some couples have higher influence and likeability than others. Additionally, some couples have been identified as power couples but were not on the list because the wife did not have a public career (Delatte, 2016). Therefore, despite the boundaries in which Cobb & Ewen propose to use to evaluate a couple's fit-ness within a true power couple, the potential power couples in the NBA will be evaluated, regardless of the wife's career status using the proposed qualities of influence and likeability.

To test the revised theory and further identify and define more precisely what qualities ultimately lead to the classification of a power couple, the total number of Instagram followers for each married NBA couple in which both members had an Instagram profile were charted in Figure 5.5. Comparing the number of followers of each of the couples can assist in identifying trends and outliers, and in doing so can observe similarities and differences among the couples that have a drastically different number of followers. Figure 5.5 reveals that 92% of NBA married couples that both of an Instagram account have a total of 5.8 million followers or less. However, there are six couples that were identified as having more than the other 92%. Those couples are identified by their last names on the bar chart. Two of the six outlier couples were not identified in Table 4.51, confirming that more investigation needs to be done for a more precise definition of power couples.

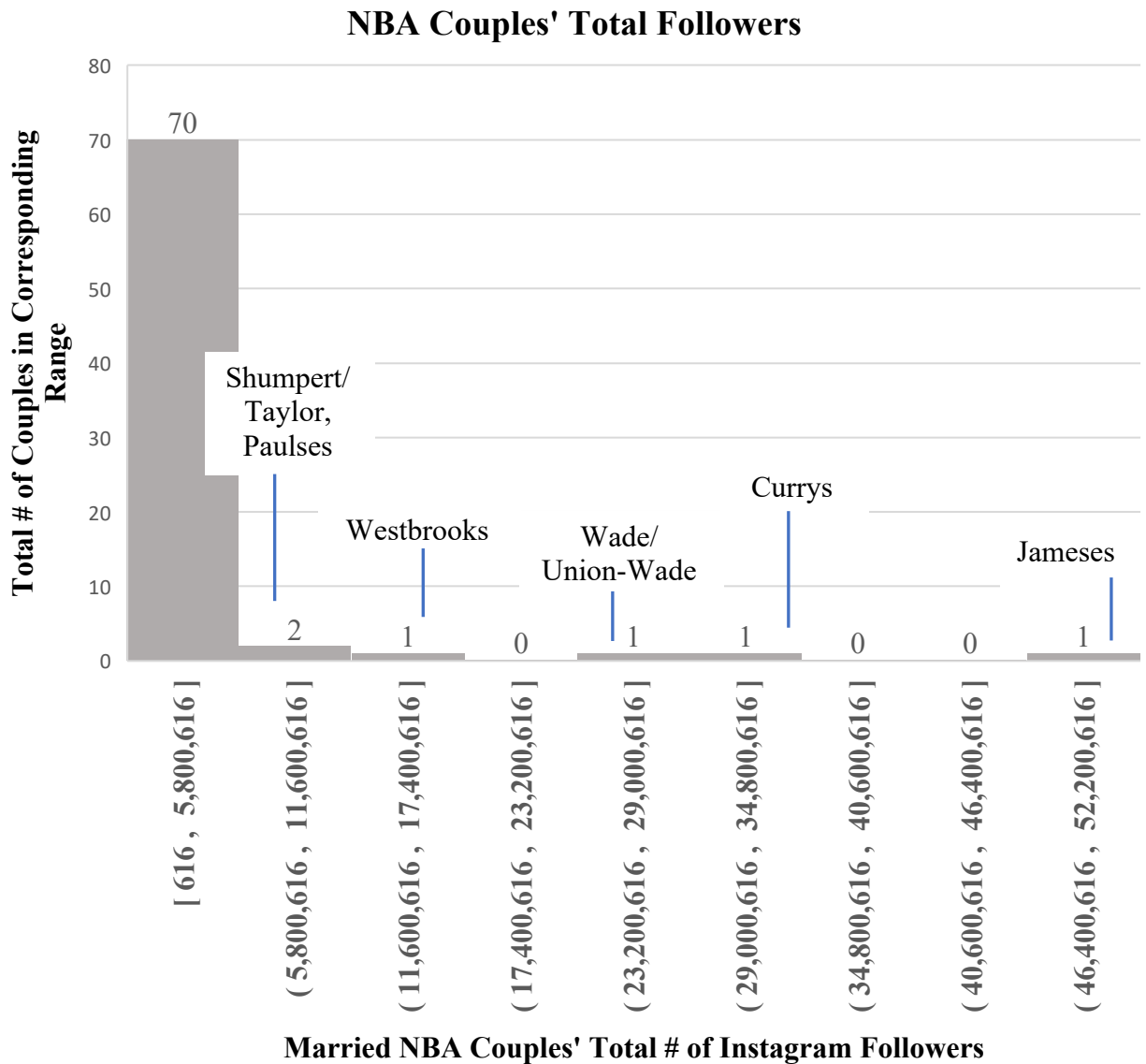


Figure 5.5. Bar graph of the total Instagram followers for married NBA couples.

Along with the couple's total number of followers, the individual number of followers for the husband and wife can also be explored to evaluate of trends and couple outliers. To do so, the number of Instagram followers were placed on a scatter plot where the husband's number of

followers were plotted on the x-axis and the wives' were plotted on the y-axis. The intersection of the two points for the couple were plotted and are represented in Figure 5.6.

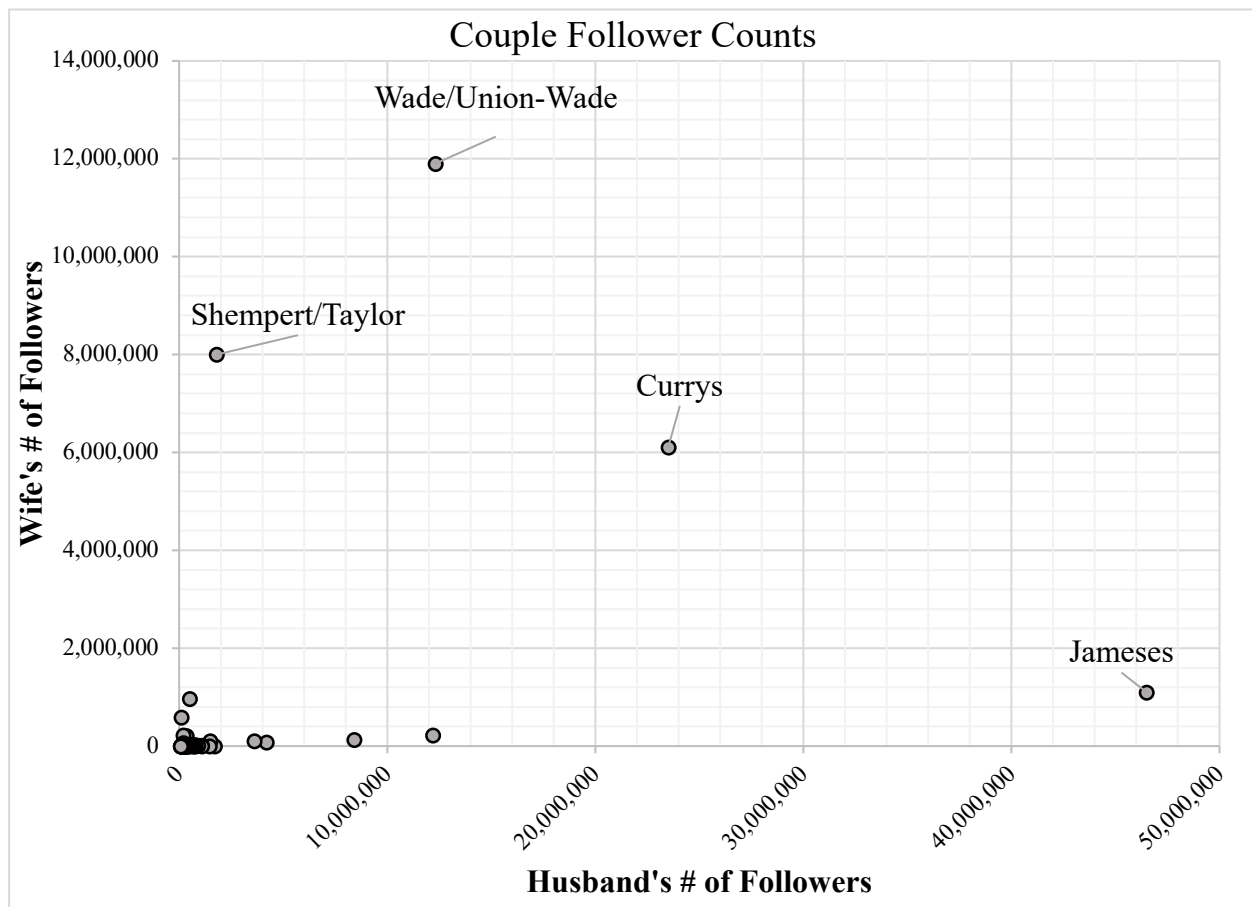


Figure 5.6. Scatter plot of Instagram followers for married NBA couples.

The scatter plot shows a clear distinction between the 5% and 95% of the couples. Four of the couples are identified as outliers, all four of which were identified as more total followers than the majority of couples (shown on Figure 5.5). One of the main observed characteristics based on the Figure 5.6 is that while there are two couples in which both partners have relatively close number of the followers. But, two of the couples are only classified as an outlier because of the

extreme number of followers one of the partners have. With over 46 million followers, LeBron James and his wife, Savannah, are considered outside of the typical range of partner followers. Similarly, with eight million followers, Teyana Taylor shows drastically more followers than her husband and all but one of the other wives, while her husband, Iman Shumpert, doesn't have a considerably different number of followers than the majority of the other NBA players.

The other similarities among the four outliers are that each couple is African-American and have children that are often displayed on their social media profiles. Citing Kings (2015) claim that the NBA is changing the narrative of black fatherhood and the function of the black family in America. Perhaps these results are providing further support for those claims. Further investigation on the couples' portrayal of gender roles, family roles, and level of alignment or deviance from traditional ideals of love and marriage would greatly benefit the further development of a theoretical framework for the classification of a power couples. Specifically, further understanding the couples' display of these roles will continue to identify the couples' level and trajectory of likeability and influence, ultimately identifying other power couples.

The work completed in this research provides a great foundation for exploring these theories in the future. For example, since Instagram has been proven to be heavily utilized by the NBA and NBA players and families, it serves as a fit platform to evaluate the couples influence and likeability. The number of followers for the couple aligns with the concept of likeability, as their follower count indicates an interest in being connected with the couple. But, one of the bounds of this research did not have a way to test the other cornerstone of the power couple theoretical concept. One proposed way to test the level of influence could be to assess the level of engagement that the couple attracts on social media, as it indicates the level in which people will consume their content and feel compelled to respond- regardless if it's in a positive or

negative way. To further this line of inquiry, it would be beneficial to evaluate both the husband's and his wife's engagement on Instagram, including number of comments and number of likes on their posts. The results of such study will provide further clarification of the couples' level of likeability and influence that could provide a more defined method in how to assign the power couple classification and further develop the power couple theoretical framework. There is much work still to be done to expand and develop these concepts, but the current study has provided a great foundation for future studies to be conducted.

Limitations

Although all precautions were taken to reduce the limitations within the study, there were a number of variables that could contribute to the limitations of the study. Although great care was taken to search and find all NBA wives, there was no way to verify or confirm wives for the players that did not include a wife on the player's Instagram profile or in some other public announcement. Regardless, in general, this research has shown that there are relatively few NBA wives, as there are less than 500 total players, a small percentage of which are married, making for a small demographic. Therefore, the results for the study cannot be generalized to other sport leagues, or other seasons of the NBA, as the rate of player turnover is common in the NBA. Also, because the NBA teams are predominantly located within the North American market, the results are mostly American sport driven and do not reflect wives of players in global sport leagues, although there were NBA wives that were originally from other countries within the study. In three cases, there were NBA players that either did not have an Instagram profile or did not include his wife in his IG postings. Because the researcher has personal knowledge of the relationship either personally or through mutual relationships, these wives were identified as

such and included in the study. Although this was not aligned with the retrieval of other marriage relationships, it provided a more precise count of the marriage relationships. (See Appendix P.)

Another limitation was the emergence of NBA wives as online bloggers. Because this type of career wasn't accounted for prior to the study, the study resulted in having an additional type of career that could affect the sport wife's self-presentation on Instagram. Another limitation of this work is that it is structured as such to assume hetero-normative relationships within sport. It also negates the non-married but committed partners of NBA players, a relationship arrangement in the NBA that may be just as common as the relationships that involve marriage. Although there are limitations for this study, these limitations are also opportunities for future research, which is discussed in the next section.

Future Research

With an exploratory study such as this investigation, there are many opportunities for future research to further investigate the intersection of marriage, sport, and self-presentation on social media. By evaluating the convergence of these topics, we can also uncover the further implication of these public relationships and their effect on or reflection of the current social experiences within the broader culture. Additionally, there are multiple sport management and other sport-related disciplines (e.g., sport sociology, sport psychology) in which this type of research would benefit.

One of the opportunities for additional work in this area involves sport wives. A timely next step of this research would be to interview the NBA wives within the study (or a follow-up study) to discuss how they made decisions for their profile statuses, the content of their posts, and their process of using social media to present themselves publicly. This qualitative research could produce vast data to evaluate as the findings in such an investigation would relate to their

experiences in the public, two-person career. Additionally, this research could be replicated for other professional sport leagues (WNBA, NFL, MLB, UFC, etc.) and may provide additional insight to the complexities of each league and the culture within them.

Another opportunity for future research in this area involves the NBA players and their families. There are many NBA players and their female partners that were not included in this study because they were not married. Although it may be difficult to assess the relationship, the relationship status, or the commitment level of the couple to the relationship, it may be beneficial to evaluate how women who do not have the legal definition of marriage, but are dating, living with, engaged to, or otherwise in a committed relationship with an NBA player manage their identity online. Evaluating relationships with different levels of commitment may affect each woman's identity negotiation, as she balances caring for her partner with no legal commitment.

Another important next step would be to evaluate how the husband frames his wife publicly on social media and in other public outlets. The results of such a study could provide additional insight in the positioning of the sport wife in the two-person career by the main actor in the career. Similarly another study could evaluate if and how NBA teams portray the wives and/or NBA marriages on their Instagram profiles. Evaluating the inclusion or exclusion of the players' families could provide additional insight to the career's portrayal of the families.

Another opportunity to assess Instagram's impact on the players, their careers, and their families is to reevaluate the use of Instagram by the most senior players in the league. One of the findings in this study was that the oldest players with the longest tenure in the league did not have an Instagram profile. But, it is unclear if this choice to disengage from an Instagram profile is because of their age and veteran status or because operationally, this generation of NBA players began his career in the league before the popularity of the social media site. Conversely,

the current second oldest age-tier category in the study was that of married players, the vast majority (91%) of whom had an Instagram profile. Only a subsequent study to assess the players' Instagram usage as it relates to their age and tenure status will help to most accurately answer the question of the impact of a player's utilization of Instagram on his career. A study such as this would do well within the social media usage for personal athlete branding literature and its effect, if any, on the longevity of the sport career.

Furthermore, there is an opportunity here for follow-up research in the area of race and ethnicity. An important aspect of a person's identity, role, and behavior is the individual's racial and ethnic identity. Race and ethnicity should be evaluated as their effect on the self-presentation of the sport wives, their professional-athlete-husbands, and their children. Further, assessing the players' framing of their marriage, children, and family relationships could also provide more understanding of the role of social media in the enactment of race, ethnicity, and the marriage and fatherhood and if it has any effect on the general population.

Lastly, another line of research in this area could involve the intersection of gender and sexual orientation. The present study did not examine relationships in sport that do not reflect hetero-normative orientation. As sport continues to wrestle with and work towards a more inclusive environment, understanding the two-person, sport career within the context of relationships that reflect LGBTQ identities will be an important application of this data.

Another adaptation of this type of research also needs to be reflective in the sport careers in which female athletes are the main actor in the two-person, sport career and their husbands are evaluated for their work in the two-person career. Understanding the role of gender as it relates to the two-person career would further explore the discussion of gendered work and the enactment of it within relationships. Because the WNBA has players that openly share a non-

hetero sexual orientation, there will also be opportunities to evaluate LGBTQ relationships, as previously mentioned. Thus, as noted, there are many opportunities to expand upon the exploratory work and findings of the present study.

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APPENDIX A:

FULL LIST OF NBA PLAYERS AND THEIR INSTAGRAM PROFILE INFORMATION AS OF FEBRUARY 12, 2019

Table Key:

- Column 3, 4, 8:
 - 1=Yes
 - 2=No
 - 3=N/A (Not Available)
- Column 10
 - 1= Yes, married
 - 2= No, not married, no clear relationship status
 - 3= Indicates girlfriend
 - 4= Indicates fiancé
 - 5= Player has no profile

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| George Hill | 1 | 2 | 232000 | 861 | 1019 | 1 | https://www.instagram.com/indianageorge3/?hl=en | 1 |
| Al Horford | 2 | 1 | 497,000 | 260 | 312 | 1 | https://www.instagram.com/alhorford/?hl=en | 1 |
| Al-Farouq Aminu | 2 | 1 | 70600 | 166 | 543 | 1 | https://www.instagram.com/chieffhasarried/?hl=en | 1 |
| Andre Iguodala | 2 | 1 | 1700000 | 87 | 24 | 1 | https://www.instagram.com/andre/?hl=en | 1 |
| Anthony Tolliver | 2 | 1 | 32500 | 502 | 1228 | 1 | https://www.instagram.com/atolliver44/ | 1 |
| Aron Baynes | 2 | 1 | 133000 | 247 | 215 | 1 | https://www.instagram.com/houseobayne/?hl=en | 1 |
| Augustin, D.J. | 2 | 1 | 13200 | 111 | 35 | 1 | https://www.instagram.com/djaugustin/?hl=en | 1 |
| Boban Marjanovic | 2 | 1 | 285000 | 600 | 230 | 1 | https://www.instagram.com/boban/?hl=en | 1 |
| Brad Wanamaker | 2 | 1 | 41400 | 796 | 358 | 1 | https://www.instagram.com/bwan22/?hl=en | 1 |
| Channing Frye | 2 | 1 | 305000 | 1031 | 952 | 1 | https://www.instagram.com/channingfrye/?hl=en | 1 |
| Chris Paul | 2 | 1 | 8400000 | 729 | 1107 | 1 | https://www.instagram.com/cp3/?hl=en | 1 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| CJ McCollum | 2 | 1 | 909000 | 1493 | 1095 | 1 | https://www.instagram.com/3jmccollum/?hl=en | 1 |
| CJ Miles | 2 | 1 | 103000 | 780 | 1856 | 1 | https://www.instagram.com/masfresco/?hl=en | 1 |
| Damion Lee | 2 | 1 | 90700 | 961 | 91 | 1 | https://www.instagram.com/damiOnlee/?hl=en | 1 |
| Daniel Theis | 2 | 1 | 90800 | 167 | 534 | 1 | https://www.instagram.com/dtheis10/?hl=de | 1 |
| Darius Miller | 2 | 1 | 26000 | 587 | 152 | 1 | https://www.instagram.com/dmillerky/?hl=en | 1 |
| Darren Collison | 2 | 1 | 16700 | 205 | 28 | 1 | https://www.instagram.com/darrencollison/?hl=en | 1 |
| Davis Bertans | 2 | 1 | 66300 | 304 | 127 | 1 | https://www.instagram.com/dbertans_42/?hl=en | 1 |
| DeMarre Carroll | 2 | 1 | 201000 | 247 | 387 | 1 | https://www.instagram.com/demarrecarroll1/?hl=en | 1 |
| Derrick Jones Jr. | 2 | 1 | 186000 | 458 | 59 | 1 | https://www.instagram.com/therealdjones/?hl=en | 1 |
| Devin Harris | 2 | 1 | 32700 | 64 | 24 | 1 | https://www.instagram.com/devinharris34/?hl=en | 1 |
| Dirk Nowitzki | 2 | 1 | 621000 | 109 | 47 | 1 | https://www.instagram.com/swish41/?hl=en | 1 |
| Dwyane Wade | 2 | 1 | 12300000 | 998 | 2392 | 1 | https://www.instagram.com/dwyanewade/?hl=en | 1 |
| Eric Bledsoe | 2 | 1 | 579000 | 582 | 35 | 1 | https://www.instagram.com/thebledshow/?hl=en | 1 |
| Ersan Ilyasova | 2 | 1 | 91000 | 430 | 147 | 1 | https://www.instagram.com/ersanilyasova7/?hl=en | 1 |
| Fournier, Evan | 2 | 1 | 107000 | 175 | 586 | 1 | https://www.instagram.com/evanfourmier10/?hl=en | 1 |
| Goran Dragic | 2 | 1 | 329000 | 94 | 153 | 1 | https://www.instagram.com/the_1_dragon/?hl=en | 1 |
| Gordon Hayward | 2 | 1 | 1,500,000 | 73 | 440 | 1 | https://www.instagram.com/gordonhayward/?hl=en | 1 |
| Gorgui Dieng | 2 | 1 | 106000 | 319 | 423 | 1 | https://www.instagram.com/gorguidieng/?hl=en | 1 |
| Harrison Barnes | 2 | 1 | 1100000 | 557 | 662 | 1 | https://www.instagram.com/hbarnes/?hl=en | 1 |
| Ian Mahinmi | 2 | 1 | 53100 | 731 | 564 | 1 | https://www.instagram.com/ianou76/?hl=en | 1 |
| Iman Shumpert | 2 | 1 | 1800000 | 638 | 1070 | 1 | https://www.instagram.com/imanshumpert/?hl=en | 1 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--------------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Isaiah Thomas | 2 | 1 | 3600000 | 336 | 201 | 1 | https://www.instagram.com/isaiahthomas/?hl=en | 1 |
| J.J. Barea | 2 | 1 | 356000 | 654 | 514 | 1 | https://www.instagram.com/jjbarea11/?hl=en | 1 |
| Jason Smith | 2 | 1 | 29600 | 398 | 617 | 1 | https://www.instagram.com/jasonstix/?hl=en | 1 |
| Jeff Green | 2 | 1 | 312000 | 738 | 489 | 1 | https://www.instagram.com/unclejeffgreen/?hl=en | 1 |
| Joe Ingles | 2 | 1 | 153000 | 516 | 622 | 1 | https://www.instagram.com/joeingles7/?hl=en | 1 |
| John Jenkins | 2 | 1 | 11100 | 606 | 196 | 1 | https://www.instagram.com/johnmycash_12/?hl=en | 1 |
| Jon Leuer | 2 | 1 | 22200 | 289 | 127 | 1 | https://www.instagram.com/jonleuer30/?hl=en | 1 |
| Jonas Jerebko | 2 | 1 | 1470000 | 709 | 540 | 1 | https://www.instagram.com/jonasjerebko/ | 1 |
| Jonas Valanciunas | 2 | 1 | 303 | 258000 | 253 | 1 | https://www.instagram.com/jvalanciunas/?hl=en | 1 |
| Jose Calderon | 2 | 1 | 96200 | 260 | 140 | 1 | https://www.instagram.com/jmcalderon8/?hl=en | 1 |
| JR Smith | 2 | 1 | 420000 | 1609 | 3208 | 1 | https://www.instagram.com/teamswish/?hl=en | 1 |
| Jrue Holiday | 2 | 1 | 195000 | 1868 | 71 | 1 | https://www.instagram.com/jrue_holiday11/?hl=en | 1 |
| Julius Randle | 2 | 1 | 747000 | 426 | 264 | 1 | https://www.instagram.com/juliusrandle30/?hl=en | 1 |
| Justin Holiday | 2 | 1 | 155000 | 1003 | 348 | 1 | https://www.instagram.com/justholla7/?hl=en | 1 |
| Justin Jackson | 2 | 1 | 180000 | 266 | 260 | 1 | https://www.instagram.com/jjacks44/ | 1 |
| Kent Bazemore | 2 | 1 | 151000 | 760 | 1536 | 1 | https://www.instagram.com/24baze/?hl=en | 1 |
| Kentavious Caldwell-Pope | 2 | 1 | 193000 | 107 | 428 | 1 | https://www.instagram.com/caldwellpope/?hl=en | 1 |
| Kosta Koufos | 2 | 1 | 30200 | 325 | 163 | 1 | https://www.instagram.com/kostakoufos/ | 1 |
| Kyle Korver | 2 | 1 | 727000 | 141 | 922 | 1 | https://www.instagram.com/kkorv26/?hl=en | 1 |
| Kyle Lowry | 2 | 1 | 1100000 | 209 | 120 | 1 | https://www.instagram.com/kyle_lowry7/?hl=en | 1 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Langston Galloway | 2 | 1 | 98900 | 1942 | 711 | 1 | https://www.instagram.com/langgalloway10/?hl=en | 1 |
| Larry Nance Jr. | 2 | 1 | 516000 | 373 | 358 | 1 | https://www.instagram.com/larrydn7/?hl=en | 1 |
| Lauri Markkanen | 2 | 1 | 296000 | 300 | 306 | 1 | https://www.instagram.com/laurimarkkanen/?hl=en | 1 |
| LeBron James | 2 | 1 | 46500000 | 244 | 1751 | 1 | https://www.instagram.com/kingjames/?hl=en | 1 |
| Marc Gasol | 2 | 1 | 274000 | 2262 | 147 | 1 | https://www.instagram.com/marcgasol/?hl=en | 1 |
| Matthew Dellavedova | 2 | 1 | 457000 | 486 | 765 | 1 | https://www.instagram.com/matthewdellv/?hl=en | 1 |
| Meyers Leonard | 2 | 1 | 130000 | 616 | 1088 | 1 | https://www.instagram.com/meyersleonard11/?hl=en | 1 |
| Mike Conley | 2 | 1 | 450000 | 368 | 391 | 1 | https://www.instagram.com/mac11/?hl=en | 1 |
| Mozgov, Timofey | 2 | 1 | 201000 | 386 | 680 | 1 | https://www.instagram.com/mozg25/?hl=en | 1 |
| Nemanja Bjelica | 2 | 1 | 81400 | 248 | 162 | 1 | https://www.instagram.com/nemanjabjelica8/ | 1 |
| Nene | 2 | 1 | 166000 | 527 | 262 | 1 | https://www.instagram.com/nenehilario_42/?hl=en | 1 |
| Nikola Mirotic | 2 | 1 | 260000 | 309 | 292 | 1 | https://www.instagram.com/threekola/?hl=en | 1 |
| PJ Tucker | 2 | 1 | 388000 | 482 | 667 | 1 | https://www.instagram.com/therealpjunker17/?hl=en | 1 |
| Raymond Felton | 2 | 1 | 27200 | 434 | 54 | 1 | https://www.instagram.com/teamgbmsfamily/?hl=en | 1 |
| Rodney Hood | 2 | 1 | 210000 | 386 | 7 | 1 | https://www.instagram.com/hoodie5/ | 1 |
| Ross, Terrence | 2 | 1 | 348000 | 1256 | 56 | 1 | https://www.instagram.com/3tross1/?hl=en | 1 |
| Rudy Gay | 2 | 1 | 781000 | 1069 | 357 | 1 | https://www.instagram.com/rudygay/?hl=en | 1 |
| Russell Westbrook | 2 | 1 | 12200000 | 1159 | 1080 | 1 | https://www.instagram.com/russwest44/?hl=en | 1 |
| Ryan Anderson | 2 | 1 | 66000 | 85 | 265 | 1 | https://www.instagram.com/rjanderson33/?hl=en | 1 |
| Ryan Broekhoff | 2 | 1 | 11000 | 1426 | 333 | 1 | https://www.instagram.com/tbroekhoff45/ | 1 |
| Sam Dekker | 2 | 1 | 210000 | 591 | 1199 | 1 | https://www.instagram.com/samdek7/?hl=en | 1 |

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|------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Shaun Livingston | 2 | 1 | 662000 | 131 | 159 | 1 | https://www.instagram.com/sdot1414/?hl=en | 1 |
| Shelvin Mack | 2 | 1 | 33300 | 1149 | 898 | 1 | https://www.instagram.com/shelvin.mack/ | 1 |
| Stephen Curry | 2 | 1 | 23500000 | 603 | 703 | 1 | https://www.instagram.com/stephencurry30/?hl=en | 1 |
| T.J. McConnell | 2 | 1 | 110000 | 697 | 68 | 1 | https://www.instagram.com/tjmcconnell/?hl=en | 1 |
| Thabo Sefolosha | 2 | 1 | 25800 | 913 | 288 | 1 | https://www.instagram.com/vevey1800/?hl=en | 1 |
| Tomas Satoransky | 2 | 1 | 60000 | 273 | 187 | 1 | https://www.instagram.com/tomasatoransky/?hl=en | 1 |
| Tony Parker | 2 | 1 | 418000 | 100 | 203 | 1 | https://www.instagram.com/_tonyparker09/?hl=en | 1 |
| Trey Burke | 2 | 1 | 374000 | 0 | 29 | 1 | https://www.instagram.com/treyburke/?hl=en | 1 |
| Tyson Chandler | 2 | 1 | 318000 | 162 | 194 | 1 | https://www.instagram.com/tysonchandler/?hl=en | 1 |
| Udonis Haslem | 2 | 1 | 485000 | 1062 | 663 | 1 | https://www.instagram.com/ud40/?hl=en | 1 |
| Wayne Ellington | 2 | 1 | 68200 | 472 | 184 | 1 | https://www.instagram.com/wayne_elli/?hl=en | 1 |
| Zaza Pachulia | 2 | 1 | 290000 | 952 | 614 | 1 | https://www.instagram.com/zazapachulia/?hl=en | 1 |
| Avery Bradley | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 1* |
| Jamal Crawford | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 1* |
| Jared Dudley | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 1* |
| JJ Redick | 3 | 3 | N/A | N/A | N/A | 3 | N/A- DELETED ALL ACCOUNTS OCT, 2018 | 1* |
| Thaddeus Young | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 1* |
| Trevor Ariza | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 1* |
| Vucevic, Nikola | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 1* |
| Wesley Johnson | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 1* |
| David Nwaba | 1 | 2 | 50200 | 402 | 73 | 1 | https://www.instagram.com/davidnwaba/ | 2 |

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|-------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Jeff Teague | 1 | 2 | 117000 | 229 | 42 | 1 | https://www.instagram.com/jeffteague/?hl=en | 2 |
| Johnathan Motley | 1 | 2 | 12200 | 342 | 110 | 1 | https://www.instagram.com/moneymot5/?hl=en | 2 |
| Kalin Lucas | 1 | 2 | 9056 | 602 | 44 | 2 | https://www.instagram.com/kjay24k/?hl=en | 2 |
| Kenrich Williams | 1 | 2 | 1883 | 798 | 77 | 2 | https://www.instagram.com/kenrich_williams/ | 2 |
| Kris Dunn | 1 | 2 | 75700 | 239 | 7 | 2 | https://www.instagram.com/krisdunn3/?hl=en | 2 |
| Mike Scott | 1 | 2 | 49300 | 358 | 426 | 1 | https://www.instagram.com/mikescottva/?hl=en | 2 |
| Mitchell Robinson | 1 | 2 | 51700 | 2960 | 72 | 1 | https://www.instagram.com/23.savage23/?hl=en | 2 |
| Otto Porter Jr. | 1 | 2 | 62100 | 996 | 531 | 1 | https://www.instagram.com/ottodayporter22/?hl=en | 2 |
| Tyreke Evans | 1 | 2 | 127000 | 687 | 644 | 1 | https://www.instagram.com/rekehavoc1/?hl=en | 2 |
| Aaron Holiday | 2 | 1 | 56100 | 955 | 102 | 1 | https://www.instagram.com/the_4th_holiday/?hl=en | 2 |
| Abdel Nader | 2 | 1 | 46200 | 298 | 218 | 1 | https://www.instagram.com/dulenader2/?hl=en | 2 |
| Alan Williams | 2 | 1 | 33800 | 607 | 705 | 1 | https://www.instagram.com/alantwilliams/?hl=en | 2 |
| Alex Caruso | 2 | 1 | 47900 | 599 | 55 | 1 | https://www.instagram.com/acfresh21/?hl=en | 2 |
| Alex Len | 2 | 1 | 39700 | 909 | 404 | 1 | https://www.instagram.com/alexlen_21/ | 2 |
| Alex Poythress | 2 | 1 | 126000 | 1215 | 345 | 1 | https://www.instagram.com/alexthegreat22/?hl=en | 2 |
| Alfonzo McKinnie | 2 | 1 | 54100 | 720 | 147 | 1 | https://www.instagram.com/_alvo_/?hl=en | 2 |
| Alize Johnson | 2 | 1 | 31900 | 393 | 64 | 1 | https://www.instagram.com/alizejohnson24/ | 2 |
| Allen Crabbe | 2 | 1 | 73000 | 453 | 186 | 1 | https://www.instagram.com/allencrabbe/?hl=en | 2 |
| Allonzo Trier | 2 | 1 | 207000 | 673 | 493 | 1 | https://www.instagram.com/iso_zo/?hl=en | 2 |
| Andre Drummond | 2 | 1 | 1100000 | 362 | 260 | 1 | https://www.instagram.com/andredrummond/?hl=en | 2 |
| Andrew Wiggins | 2 | 1 | 2000000 | 162 | 283 | 1 | https://www.instagram.com/22wiggins/?hl=en | 2 |

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|-------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Angel Delgado | 2 | 1 | 54900 | 247 | 42 | 1 | https://www.instagram.com/angeldelgado/?hl=en | 2 |
| Ante Zizic | 2 | 1 | 58900 | 199 | 74 | 1 | https://www.instagram.com/antezizic/ | 2 |
| Anthony Davis | 2 | 1 | 3300000 | 727 | 348 | 1 | https://www.instagram.com/antdavis23/?hl=en | 2 |
| Antonio Blakeney | 2 | 1 | 209000 | 467 | 94 | 1 | https://www.instagram.com/blakeney96/?hl=en | 2 |
| Bam Adebayo | 2 | 1 | 200000 | 633 | 432 | 1 | https://www.instagram.com/bam1of1/?hl=en | 2 |
| Bamba, Mo | 2 | 1 | 625000 | 533 | 86 | 1 | https://www.instagram.com/therealmobamba/?hl=en | 2 |
| Ben Moore | 2 | 1 | 3854 | 525 | 129 | 1 | https://www.instagram.com/jaminthefiend/ | 2 |
| Ben Simmons | 2 | 1 | 3800000 | 99 | 299 | 1 | https://www.instagram.com/bensimmons/?hl=en | 2 |
| Bismack Biyombo | 2 | 1 | 113000 | 366 | 194 | 1 | https://www.instagram.com/bismackbiyombo/?hl=en | 2 |
| Blake Griffin | 2 | 1 | 3600000 | 248 | 125 | 1 | https://www.instagram.com/blakegriffin23/?hl=en | 2 |
| Bobby Portis | 2 | 1 | 107000 | 941 | 260 | 1 | https://www.instagram.com/bportistime/?hl=en | 2 |
| Bogdan Bogdanovic | 2 | 1 | 520000 | 376 | 575 | 1 | https://www.instagram.com/bogdanbogdanovic/?hl=en | 2 |
| Bojan Bogdanovic | 2 | 1 | 63900 | 6 | 314 | 1 | https://www.instagram.com/44bojan/?hl=en | 2 |
| Bonzie Colson | 2 | 1 | 14700 | 796 | 42 | 1 | https://www.instagram.com/bcolson35/?hl=en | 2 |
| Brandon Goodwin | 2 | 1 | 11000 | 61 | 5 | 1 | https://www.instagram.com/toughlay/ | 2 |
| Brandon Ingram | 2 | 1 | 2000000 | 470 | 316 | 1 | https://www.instagram.com/Ingram4/?hl=en | 2 |
| Brandon Knight | 2 | 1 | 156000 | 859 | 306 | 1 | https://www.instagram.com/brandonknight/?hl=en | 2 |
| Brandon Sampson | 2 | 1 | 32200 | 797 | 7 | 1 | https://www.instagram.com/bsampp/ | 2 |
| Briscoe, Isaiah | 2 | 1 | 213000 | 423 | 139 | 1 | https://www.instagram.com/zaaay_/ | 2 |
| Bruce Brown | 2 | 1 | 21100 | 407 | 54 | 1 | https://www.instagram.com/brucebrown11/?hl=en | 2 |
| Bruno Caboclo | 2 | 1 | 65900 | 898 | 381 | 1 | https://www.instagram.com/brunofive/?hl=en | 2 |

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|--------------------|-------------------------------|------------------------------|-------------------------|----------------------|-----------------|--------------|---|---------------|
| Player Name | Does the | | Player's # of Followers | Player's # Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| | NBA Player have a private IG? | NBA Player have a public IG? | | | | | | |
| Bryn Forbes | 2 | 1 | 75000 | 247 | 64 | 1 | https://www.instagram.com/brynforbes/?hl=en | 2 |
| Buddy Hield | 2 | 1 | 432000 | 1692 | 369 | 1 | https://www.instagram.com/buddylove242/?hl=en | 2 |
| C.J. Williams | 2 | 1 | 15500 | 1394 | 449 | 1 | https://www.instagram.com/c_will_21/?hl=en | 2 |
| Caleb Swanigan | 2 | 1 | 40400 | 5 | 19 | 1 | https://www.instagram.com/calebswanigan50/?hl=en | 2 |
| Caris LeVert | 2 | 1 | 106000 | 867 | 133 | 1 | https://www.instagram.com/carislevert/?hl=en | 2 |
| Caupain, Troy | 2 | 1 | 13100 | 5088 | 314 | 1 | https://www.instagram.com/caupain10/?hl=en | 2 |
| Cedi Osman | 2 | 1 | 537000 | 304 | 289 | 1 | https://www.instagram.com/cediosman/?hl=en | 2 |
| Chandler Hutchison | 2 | 1 | 32400 | 254 | 24 | 1 | https://www.instagram.com/cmohutchison/?hl=en | 2 |
| Chasson Randle | 2 | 1 | 18200 | 1244 | 81 | 1 | https://www.instagram.com/cha2_05/?hl=en | 2 |
| Cheick Diallo | 2 | 1 | 45800 | 500 | 152 | 1 | https://www.instagram.com/_cdl13/ | 2 |
| Chimezie Metu | 2 | 1 | 20000 | 701 | 22 | 1 | https://www.instagram.com/mezie/ | 2 |
| Chris Boucher | 2 | 1 | 42400 | 807 | 166 | 1 | https://www.instagram.com/slimmduck/?hl=en | 2 |
| Christian Wood | 2 | 1 | 55900 | 49 | 15 | 1 | https://www.instagram.com/chriswood_5/ | 2 |
| Clint Capela | 2 | 1 | 250000 | 179 | 251 | 1 | https://www.instagram.com/ccapela15/?hl=en | 2 |
| Cody Zeller | 2 | 1 | 28000 | 165 | 88 | 1 | https://www.instagram.com/codyzeller/?hl=en | 2 |
| Collin Sexton | 2 | 1 | 727000 | 26 | 45 | 1 | https://www.instagram.com/collinyoungbull/?hl=en | 2 |
| Cory Joseph | 2 | 1 | 218000 | 455 | 108 | 1 | https://www.instagram.com/coryjoseph/?hl=en | 2 |
| Courtney Lee | 2 | 1 | 160000 | 573 | 142 | 1 | https://www.instagram.com/courtneylee/?hl=en | 2 |
| D.J. Wilson | 2 | 1 | 83500 | 75 | 71 | 1 | https://www.instagram.com/lanky_smoove/?hl=en | 2 |
| D'Angelo Russell | 2 | 1 | 2400000 | 375 | 342 | 1 | https://www.instagram.com/dloading/?hl=en | 2 |
| Damian Jones | 2 | 1 | 70800 | 749 | 25 | 1 | https://www.instagram.com/dameology/?hl=en | 2 |

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|-------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Damian Lillard | 2 | 1 | 5000000 | 1243 | 3294 | 1 | https://www.instagram.com/damianlillard/?hl=en | 2 |
| Danilo Gallinari | 2 | 1 | 319000 | 464 | 1082 | 1 | https://www.instagram.com/danilogallogallinari/?hl=en | 2 |
| Dante Cunningham | 2 | 1 | 13000 | 302 | 197 | 1 | https://www.instagram.com/dlamarc33/?hl=en | 2 |
| Dante Exum | 2 | 1 | 164000 | 273 | 91 | 1 | https://www.instagram.com/daanteec/?hl=en | 2 |
| Danuel House, JR | 2 | 1 | 34600 | 2402 | 442 | 1 | https://www.instagram.com/dk2house/?hl=en | 2 |
| Daryl Macon | 2 | 1 | 25100 | 1586 | 100 | 1 | https://www.instagram.com/dmacon4.0/?hl=en | 2 |
| Davon Reed | 2 | 1 | 20500 | 689 | 260 | 1 | https://www.instagram.com/clutchreed_5/?hl=en | 2 |
| De'Aaron Fox | 2 | 1 | 1200000 | 343 | 146 | 1 | https://www.instagram.com/swipathefox/?hl=en | 2 |
| De'Anthony Melton | 2 | 1 | 19000 | 350 | 56 | 1 | https://www.instagram.com/deanthony_melton/?hl=en | 2 |
| Deandre Ayton | 2 | 1 | 342000 | 93 | 109 | 1 | https://www.instagram.com/deandreayton/?hl=en | 2 |
| DeAndre Jordan | 2 | 1 | 2100000 | 291 | 296 | 1 | https://www.instagram.com/deandre/?hl=en | 2 |
| DeAndre' Bembry | 2 | 1 | 23500 | 1130 | 642 | 1 | https://www.instagram.com/fearthefro95/ | 2 |
| Delon Wright | 2 | 1 | 105000 | 253 | 13 | 1 | https://www.instagram.com/delonwright/?hl=en | 2 |
| DeMarcus Cousins | 2 | 1 | 2800000 | 929 | 126 | 1 | https://www.instagram.com/boogiecousins/?hl=en | 2 |
| Deng Adel | 2 | 1 | 27300 | 1366 | 63 | 2 | https://www.instagram.com/foreverdeng22/?hl=en | 2 |
| Dennis Smith Jr. | 2 | 1 | 735000 | 517 | 326 | 1 | https://www.instagram.com/desmith4/?hl=en | 2 |
| Denzel Valentine | 2 | 1 | 194 | 861 | 888 | 1 | https://www.instagram.com/denzelvalentine/?hl=en | 2 |
| Deonte Burton | 2 | 1 | 41500 | 3326 | 860 | 1 | https://www.instagram.com/godzgift_30/?hl=en | 2 |
| Derrick Favors | 2 | 1 | 71800 | 269 | 94 | 1 | https://www.instagram.com/_dfavors15/?hl=en | 2 |
| Derrick White | 2 | 1 | 38700 | 696 | 29 | 1 | https://www.instagram.com/dwhite921/?hl=en | 2 |
| Devin Booker | 2 | 1 | 2300000 | 308 | 279 | 1 | https://www.instagram.com/dbook/?hl=en | 2 |

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|---------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Devin Robinson | 2 | 1 | 26400 | 375 | 190 | 1 | https://www.instagram.com/devinrobinson/ | 2 |
| Devonte' Graham | 2 | 1 | 141000 | 753 | 239 | 1 | https://www.instagram.com/dtaegraham/?hl=en | 2 |
| Dillon Brooks | 2 | 1 | 59400 | 887 | 222 | 1 | https://www.instagram.com/dillonbrooks24/?hl=en | 2 |
| Dion Waiters | 2 | 1 | 361000 | 2984 | 8 | 1 | https://www.instagram.com/waiters3/?hl=en | 2 |
| Domantas Sabonis | 2 | 1 | 112000 | 424 | 229 | 1 | https://www.instagram.com/dsabis11/?hl=en | 2 |
| Donte DiVincenzo | 2 | 1 | 158000 | 727 | 121 | 1 | https://www.instagram.com/divincenzo9/?hl=en | 2 |
| Donte Grantham | 2 | 1 | 7869 | 895 | 15 | 1 | https://www.instagram.com/dontegrantham_/?hl=en | 2 |
| Dorian Finney-Smith | 2 | 1 | 24600 | 820 | 76 | 1 | https://www.instagram.com/doedoe_10/?hl=en | 2 |
| Doug McDermott | 2 | 1 | 302000 | 586 | 144 | 1 | https://www.instagram.com/dougmc03/?hl=en | 2 |
| Dragan Bender | 2 | 1 | 33100 | 461 | 66 | 1 | https://www.instagram.com/draganbender35/?hl=en | 2 |
| Draymond Green | 2 | 1 | 3100000 | 716 | 799 | 1 | https://www.instagram.com/money23green/?hl=en | 2 |
| Duncan Robinson | 2 | 1 | 14700 | 743 | 23 | 1 | https://www.instagram.com/d_bo20/?hl=en | 2 |
| Dwayne Bacon | 2 | 1 | 218000 | 574 | 116 | 1 | https://www.instagram.com/dbacon/?hl=en | 2 |
| Dwight Howard | 2 | 1 | 2000000 | 1019 | 596 | 1 | https://www.instagram.com/dwighthoward/?hl=en | 2 |
| Dwight Powell | 2 | 1 | 44900 | 1426 | 221 | 1 | https://www.instagram.com/dwightpowell/ | 2 |
| Dzanan Musa | 2 | 1 | 50100 | 516 | 474 | 1 | https://www.instagram.com/dzananmusa/ | 2 |
| E'Twaun Moore | 2 | 1 | 31000 | 1225 | 219 | 1 | https://www.instagram.com/etwaun_55/?hl=en | 2 |
| Ed Davis | 2 | 1 | 125000 | 635 | 80 | 1 | https://www.instagram.com/eddavisxvii/?hl=en | 2 |
| Edmond Sumner | 2 | 1 | 11800 | 334 | 32 | 1 | https://www.instagram.com/edmondsunmer/?hl=en | 2 |
| Ekpe Udoh | 2 | 1 | 167000 | 789 | 359 | 1 | https://www.instagram.com/ekpeudoh/?hl=en | 2 |
| Elie Okobo | 2 | 1 | 29600 | 179 | 110 | 1 | https://www.instagram.com/elie_0kb/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-----------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Emmanuel Mudiay | 2 | 1 | 397000 | 281 | 441 | 1 | https://www.instagram.com/emmanuelmudiay/?hl=en | 2 |
| Eric Gordon | 2 | 1 | 290000 | 931 | 290 | 1 | https://www.instagram.com/officialleg10/?hl=en | 2 |
| Evan Turner | 2 | 1 | 181000 | 5387 | 1452 | 1 | https://www.instagram.com/evanturner/?hl=en | 2 |
| Frank Jackson | 2 | 1 | 69100 | 894 | 101 | 1 | https://www.instagram.com/franklinjackson5/ | 2 |
| Frank Kaminsky | 2 | 1 | 204000 | 347 | 361 | 1 | https://www.instagram.com/fskpart3/?hl=en | 2 |
| Frank Mason III | 2 | 1 | 160000 | 217 | 323 | 1 | https://www.instagram.com/fmason0/?hl=en | 2 |
| Frank Ntilikina | 2 | 1 | 231000 | 698 | 71 | 1 | https://www.instagram.com/frank_ntilikina/?hl=en | 2 |
| Frazier Jr., Melvin | 2 | 1 | 17600 | 213 | 30 | 1 | https://www.instagram.com/melvinjr/?hl=en | 2 |
| Furkan Korkmaz | 2 | 1 | 119000 | 304 | 103 | 1 | https://www.instagram.com/furkankorkmaz/ | 2 |
| Garrett Temple | 2 | 1 | 37600 | 905 | 326 | 1 | https://www.instagram.com/gtemp17/?hl=en | 2 |
| Gary Clark | 2 | 1 | 17600 | 987 | 33 | 1 | https://www.instagram.com/gary6clark/?hl=en | 2 |
| Gary Harris | 2 | 1 | 122000 | 104 | 89 | 1 | https://www.instagram.com/thats_g/?hl=en | 2 |
| Georges Niang | 2 | 1 | 54900 | 1096 | 830 | 1 | https://www.instagram.com/georgesniang/?hl=en | 2 |
| Gerald Green | 2 | 1 | 627000 | 244 | 28 | 1 | https://www.instagram.com/g.green14/?hl=en | 2 |
| Giannis Antetokounmpo | 2 | 1 | 3800000 | 125 | 604 | 1 | https://www.instagram.com/giannis_an34/?hl=en | 2 |
| Glenn Robinson III | 2 | 1 | 137000 | 339 | 80 | 1 | https://www.instagram.com/glenrob3/?hl=en | 2 |
| Gordon, Aaron | 2 | 1 | 985000 | 476 | 442 | 1 | https://www.instagram.com/youngheirgordon/?hl=en | 2 |
| Guerschon Yabusele | 2 | 1 | 67400 | 382 | 174 | 1 | https://www.instagram.com/guerschony/ | 2 |
| Hamidou Diallo | 2 | 1 | 209000 | 521 | 60 | 1 | https://www.instagram.com/hami.diallo/?hl=en | 2 |
| Harry Giles | 2 | 1 | 279000 | 877 | 385 | 1 | https://www.instagram.com/hgiizzle/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Ian Clark | 2 | 1 | 201000 | 342 | 84 | 1 | https://www.instagram.com/iclark21/?hl=en | 2 |
| Isaac Bonga | 2 | 1 | 30600 | 213 | 14 | 1 | https://www.instagram.com/izzy_b99/?hl=en | 2 |
| Isaac, Jonathan | 2 | 1 | 72000 | 401 | 77 | 1 | https://www.instagram.com/jonisaac_01/?hl=en | 2 |
| Isaiah Canaan | 2 | 1 | 103000 | 1069 | 972 | 1 | https://www.instagram.com/da_future3/?hl=en | 2 |
| Isaiah Hartenstein | 2 | 1 | 15600 | 190 | 45 | 1 | https://www.instagram.com/ipjh55/ | 2 |
| Isaiah Hicks | 2 | 1 | 58100 | 248 | 37 | 1 | https://www.instagram.com/idhicks/ | 2 |
| Isaiah Whitehead | 2 | 1 | 53200 | 333 | 53 | 1 | https://www.instagram.com/isaiahwhitehead/?hl=en | 2 |
| Ish Smith | 2 | 1 | 40400 | 919 | 314 | 1 | https://www.instagram.com/ishsmith5/?hl=en | 2 |
| Ivan Rabb | 2 | 1 | 28200 | 785 | 317 | 1 | https://www.instagram.com/young_ivee/?hl=en | 2 |
| Iwundu, Wesley | 2 | 1 | 22500 | 671 | 90 | 1 | https://www.instagram.com/andlref_/?hl=en | 2 |
| J.P. Macura | 2 | 1 | 12600 | 168 | 226 | 1 | https://www.instagram.com/jpmacura/?hl=en | 2 |
| Jabari Parker | 2 | 1 | 543000 | 697 | 98 | 1 | https://www.instagram.com/jabariparker/?hl=en | 2 |
| Jacob Evans | 2 | 1 | 50000 | 1299 | 61 | 1 | https://www.instagram.com/j.n.e.iii/?hl=en | 2 |
| Jae Crowder | 2 | 1 | 405000 | 525 | 240 | 1 | https://www.instagram.com/bossmann99/?hl=en | 2 |
| Jahlil Okafor | 2 | 1 | 590000 | 690 | 338 | 1 | https://www.instagram.com/jah8/?hl=en | 2 |
| Jakob Poeltl | 2 | 1 | 68100 | 441 | 48 | 1 | https://www.instagram.com/jakob/?hl=en | 2 |
| Jamal Murray | 2 | 1 | 290000 | 704 | 172 | 1 | https://www.instagram.com/jmgltxh27/?hl=en | 2 |
| James Ennis III | 2 | 1 | 102000 | 876 | 614 | 1 | https://www.instagram.com/biggame_08/?hl=en | 2 |
| James Harden | 2 | 1 | 8700000 | 225 | 691 | 1 | https://www.instagram.com/jharden13/?hl=en | 2 |
| James Johnson | 2 | 1 | 30000 | 590 | 3 | 1 | https://www.instagram.com/james16johnson_/tagged/?hl=en | 2 |
| Jared Terrell | 2 | 1 | 10700 | 2764 | 32 | 1 | https://www.instagram.com/jaredterrell32/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Jaren Jackson Jr. | 2 | 1 | 94400 | 626 | 59 | 1 | https://www.instagram.com/jaren/?hl=en | 2 |
| Jaron Blossomgame | 2 | 1 | 23400 | 257 | 37 | 1 | https://www.instagram.com/jaronbgame/?hl=en | 2 |
| Jarred Vanderbilt | 2 | 1 | 81600 | 161 | 166 | 1 | https://www.instagram.com/jvando_/?hl=en | 2 |
| Jarrett Allen | 2 | 1 | 67000 | 284 | 77 | 1 | https://www.instagram.com/_bigjavy_/ | 2 |
| Jawun Evans | 2 | 1 | 41700 | 3576 | 10 | 1 | https://www.instagram.com/j3vans1/?hl=en | 2 |
| Jaylen Adams | 2 | 1 | 7282 | 869 | 79 | 1 | https://www.instagram.com/10jadams/?hl=en | 2 |
| Jaylen Brown | 2 | 1 | 912000 | 704 | 731 | 1 | https://www.instagram.com/fchwpo/?hl=en | 2 |
| Jaylen Morris | 2 | 1 | 4699 | 350 | 28 | 1 | https://www.instagram.com/jay_morris30/ | 2 |
| Jayson Tatum | 2 | 1 | 2100000 | 744 | 765 | 1 | https://www.instagram.com/jaytatum0/?hl=en | 2 |
| Jefferson, Amile | 2 | 1 | 86900 | 972 | 158 | 1 | https://www.instagram.com/amilejefferson/ | 2 |
| Jerami Grant | 2 | 1 | 130000 | 434 | 300 | 1 | https://www.instagram.com/jeramigrant/?hl=en | 2 |
| Jeremy Lamb | 2 | 1 | 105000 | 314 | 103 | 1 | https://www.instagram.com/jeremylamb1/?hl=en | 2 |
| Jeremy Lin | 2 | 1 | 1600000 | 187 | 476 | 1 | https://www.instagram.com/jlin7/?hl=en | 2 |
| Jerome Robinson | 2 | 1 | 22900 | 973 | 109 | 1 | https://www.instagram.com/j_rob12/?hl=en | 2 |
| Jerryd Bayless | 2 | 1 | 2306 | 0 | 0 | 1 | https://www.instagram.com/jerrydbayless/?hl=en | 2 |
| Jevon Carter | 2 | 1 | 43300 | 473 | 319 | 1 | https://www.instagram.com/nextlevel_03/?hl=en | 2 |
| Jimmy Butler | 2 | 1 | 3900000 | 254 | 456 | 1 | https://www.instagram.com/jimmybutler/?hl=en | 2 |
| Joakim Noah | 2 | 1 | 456000 | 888 | 200 | 1 | https://www.instagram.com/stickity13/?hl=en | 2 |
| Joe Chealey | 2 | 1 | 1865 | 469 | 8 | 2 | https://www.instagram.com/joe_chealey/?hl=en | 2 |
| Joe Harris | 2 | 1 | 10900 | 401 | 54 | 1 | https://www.instagram.com/joeharris_12/?hl=en | 2 |
| Joel Embiid | 2 | 1 | 3200000 | 176 | 332 | 1 | https://www.instagram.com/joelmbiid/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| John Collins | 2 | 1 | 84000 | 561 | 117 | 1 | https://www.instagram.com/jcollins20_/?hl=en | 2 |
| John Henson | 2 | 1 | 90900 | 546 | 147 | 1 | https://www.instagram.com/johnhenson31/?hl=en | 2 |
| John Wall | 2 | 1 | 4300000 | 1938 | 206 | 1 | https://www.instagram.com/johnwall/?hl=en | 2 |
| Johnathan Williams | 2 | 1 | 21000 | 300 | 14 | 2 | https://www.instagram.com/iam_j3/?hl=en | 2 |
| Jordan Clarkson | 2 | 1 | 1200000 | 616 | 6 | 1 | https://www.instagram.com/jordancarlarksons/?hl=en | 2 |
| Jordan McRae | 2 | 1 | 105000 | 1324 | 242 | 1 | https://www.instagram.com/jordymac52/?hl=en | 2 |
| Josh Jackson | 2 | 1 | 334000 | 1055 | 187 | 1 | https://www.instagram.com/josh_j11/?hl=en | 2 |
| Josh Okogie | 2 | 1 | 47200 | 556 | 112 | 1 | https://www.instagram.com/callme_nonstop/?hl=en | 2 |
| Josh Richardson | 2 | 1 | 166000 | 973 | 768 | 1 | https://www.instagram.com/jrich_0/?hl=en | 2 |
| Juan Hernangomez | 2 | 1 | 68800 | 293 | 1 | 1 | https://www.instagram.com/juanchiviris41/tagged/?hl=en | 2 |
| Julian Washburn | 2 | 1 | 1665 | 482 | 15 | 2 | https://www.instagram.com/smoothlikeju4/?hl=en | 2 |
| Justin Anderson | 2 | 1 | 86200 | 505 | 73 | 1 | https://www.instagram.com/jusanderson1/?hl=en | 2 |
| Justin Patton | 2 | 1 | 31400 | 209 | 31 | 1 | https://www.instagram.com/justin_patton23/?hl=en | 2 |
| Justise Winslow | 2 | 1 | 629000 | 597 | 300 | 1 | https://www.instagram.com/iamjustise/ | 2 |
| Kadeem Allen | 2 | 1 | 25100 | 798 | 82 | 1 | https://www.instagram.com/kadeemallen5/?hl=en | 2 |
| Karl-Anthony Towns | 2 | 1 | 2300000 | 286 | 187 | 1 | https://www.instagram.com/karltowns/?hl=en | 2 |
| Keita Bates-Diop | 2 | 1 | 30400 | 364 | 62 | 1 | https://www.instagram.com/keitabd/?hl=en | 2 |
| Kelly Olynyk | 2 | 1 | 159000 | 296 | 359 | 1 | https://www.instagram.com/kellyolynyk/?hl=en | 2 |
| Kemba Walker | 2 | 1 | 1100000 | 261 | 284 | 1 | https://www.instagram.com/_kw15/?hl=en | 2 |
| Kevin Durant | 2 | 1 | 10300000 | 714 | 69 | 1 | https://www.instagram.com/easymoneysniper/?hl=en | 2 |
| Kevin Huerter | 2 | 1 | 37900 | 844 | 151 | 1 | https://www.instagram.com/kevin_huerter/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Kevin Knox | 2 | 1 | 296000 | 161 | 133 | 1 | https://www.instagram.com/kknox_23/?hl=en | 2 |
| Kevin Love | 2 | 1 | 2900000 | 1084 | 397 | 1 | https://www.instagram.com/kevinlove/?hl=en | 2 |
| Khris Middleton | 2 | 1 | 123000 | 385 | 344 | 1 | https://www.instagram.com/k_mid22/?hl=en | 2 |
| Khyri Thomas | 2 | 1 | 15600 | 400 | 17 | 1 | https://www.instagram.com/khyri_thomas/?hl=en | 2 |
| Klay Thompson | 2 | 1 | 5800000 | 351 | 212 | 1 | https://www.instagram.com/klaythompson/?hl=en | 2 |
| Kostas Antetokounmpo | 2 | 1 | 307000 | 655 | 197 | 1 | https://www.instagram.com/kostas__ante13/?hl=en | 2 |
| Kristaps Porzingis | 2 | 1 | 1600000 | 177 | 510 | 1 | https://www.instagram.com/kporzee/?hl=en | 2 |
| Kyle Kuzma | 2 | 1 | 2600000 | 358 | 271 | 1 | https://www.instagram.com/kuz/?hl=en | 2 |
| Kyle O'Quinn | 2 | 1 | 109000 | 656 | 65 | 1 | https://www.instagram.com/kyle.oquinn/?hl=en | 2 |
| Kyrie Irving | 2 | 1 | 12400000 | 702 | 728 | 1 | https://www.instagram.com/kyrieirving/?hl=en | 2 |
| LaMarcus Aldridge | 2 | 1 | 350000 | 95 | 201 | 1 | https://www.instagram.com/alldridge_121/?hl=en | 2 |
| Lance Stephenson | 2 | 1 | 1600000 | 2095 | 3340 | 1 | https://www.instagram.com/stephensonlance/?hl=en | 2 |
| Landry Shamet | 2 | 1 | 53900 | 634 | 146 | 1 | https://www.instagram.com/landryshamet/?hl=en | 2 |
| Lonnie Walker IV | 2 | 1 | 130000 | 386 | 3 | 1 | https://www.instagram.com/lonniewalkeriv/?hl=en | 2 |
| Lonzo Ball | 2 | 1 | 6000000 | 420 | 231 | 1 | https://www.instagram.com/zo/?hl=en | 2 |
| Lou Williams | 2 | 1 | 663000 | 647 | 3564 | 1 | https://www.instagram.com/louwillville/?hl=en | 2 |
| Luc Mbah a Moute | 2 | 1 | 56600 | 645 | 337 | 1 | https://www.instagram.com/lucmbahamoute/?hl=en | 2 |
| Luol Deng | 2 | 1 | 316000 | 2060 | 589 | 1 | https://www.instagram.com/luoldeng9/ | 2 |
| Malcolm Brogdon | 2 | 1 | 110000 | 170 | 90 | 1 | https://www.instagram.com/malcolmbrogdon/?hl=en | 2 |
| Malik Monk | 2 | 1 | 434000 | 605 | 331 | 1 | https://www.instagram.com/ahmad_monk/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| | | | | | | | | |
| Marco Belinelli | 2 | 1 | 354000 | 419 | 1511 | 1 | https://www.instagram.com/mbeli21/?hl=en | 2 |
| Marcus Derrickson | 2 | 1 | 3132 | 409 | 13 | 2 | https://www.instagram.com/doc32_/ | 2 |
| Marcus Morris | 2 | 1 | 247000 | 428 | 39 | 1 | https://www.instagram.com/foestar13/ | 2 |
| Marcus Smart | 2 | 1 | 372000 | 152 | 189 | 1 | https://www.instagram.com/youngamechanger/?hl=en | 2 |
| Mario Hezonja | 2 | 1 | 67400 | 2 | 29 | 1 | https://www.instagram.com/supermariohezonja/?hl=en | 2 |
| Markelle Fultz | 2 | 1 | 2000000 | 545 | 4 | 1 | https://www.instagram.com/markellefultz/?hl=en | 2 |
| Marquese Chriss | 2 | 1 | 80200 | 396 | 76 | 1 | https://www.instagram.com/queste/ | 2 |
| Martin, Jarell | 2 | 1 | 32500 | 470 | 84 | 1 | https://www.instagram.com/jarell_martin1/?hl=en | 2 |
| Maurice Harkless | 2 | 1 | 64000 | 606 | 256 | 1 | https://www.instagram.com/moe_harkless/?hl=en | 2 |
| Maximilian Kleber | 2 | 1 | 26600 | 249 | 69 | 1 | https://www.instagram.com/maximilian.kleber/?hl=en | 2 |
| Michael Kidd-Gilchrist | 2 | 1 | 204000 | 92 | 63 | 1 | https://www.instagram.com/mkg14/?hl=en | 2 |
| Michael Porter Jr. | 2 | 1 | 690000 | 90 | 9 | 1 | https://www.instagram.com/mpi/?hl=en | 2 |
| Miles Bridges | 2 | 1 | 258000 | 486 | 352 | 1 | https://www.instagram.com/milesbridges/?hl=en | 2 |
| Miles Plumlee | 2 | 1 | 50300 | 1026 | 113 | 1 | https://www.instagram.com/mc_plumlord/?hl=en | 2 |
| Monte Morris | 2 | 1 | 105000 | 99 | 909 | 1 | https://www.instagram.com/biggametae/?hl=en | 2 |
| Moritz Wagner | 2 | 1 | 192000 | 1018 | 79 | 1 | https://www.instagram.com/moritz_weasley/?hl=en | 2 |
| Myles Turner | 2 | 1 | 164000 | 1161 | 476 | 1 | https://www.instagram.com/turner_myles/?hl=en | 2 |
| Naz Mitrou-Long | 2 | 1 | 33500 | 671 | 184 | 1 | https://www.instagram.com/nvzml/?hl=en | 2 |
| Nerlens Noel | 2 | 1 | 299000 | 413 | 92 | 1 | https://www.instagram.com/nerlensnoel3/?hl=en | 2 |
| Noah Vonleh | 2 | 1 | 71000 | 450 | 32 | 1 | https://www.instagram.com/nvonleh/?hl=en | 2 |
| Norman Powell | 2 | 1 | 154000 | 378 | 293 | 1 | https://www.instagram.com/normanpowell4/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------------|--|---------------------------------------|-------------------------|--------------|----------------------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | | Player's # Number of Posts | | Player IG Handle | Confirm Wife? |
| | | | Following | IG Verified? | IG Verified? | IG Verified? | | |
| OG Anunoby | 2 | 1 | 96700 | 266 | 42 | 1 | https://www.instagram.com/oanunoby/?hl=en | 2 |
| Pascal Siakam | 2 | 1 | 112000 | 491 | 330 | 1 | https://www.instagram.com/pskills43/?hl=en | 2 |
| Pat Connaughton | 2 | 1 | 74600 | 650 | 286 | 1 | https://www.instagram.com/planetpat5/?hl=en | 2 |
| Patrick Beverley | 2 | 1 | 224000 | 388 | 257 | 1 | https://www.instagram.com/patbev21/?hl=en | 2 |
| Patrick McCaw | 2 | 1 | 250000 | 474 | 32 | 1 | https://www.instagram.com/pmccaw0/?hl=en | 2 |
| Paul Millsap | 2 | 1 | 238000 | 409 | 404 | 1 | https://www.instagram.com/paulmillsap4/?hl=en | 2 |
| PJ Dozier | 2 | 1 | 36,700 | 2819 | 415 | 1 | https://www.instagram.com/dozier_kid/?hl=en | 2 |
| Quincy Pondexter | 2 | 1 | 55100 | 556 | 209 | 1 | https://www.instagram.com/quincypondexter/?hl=en | 2 |
| Quinn Cook | 2 | 1 | 563000 | 917 | 402 | 1 | https://www.instagram.com/qcook323/?hl=en | 2 |
| Rajon Rondo | 2 | 1 | 1000000 | 161 | 143 | 1 | https://www.instagram.com/rajonrondo/ | 2 |
| Raul Neto | 2 | 1 | 100000 | 450 | 464 | 1 | https://www.instagram.com/raulneto08/?hl=en | 2 |
| Rawle Alkins | 2 | 1 | 287000 | 288 | 741 | 1 | https://www.instagram.com/kingrawle/ | 2 |
| Reggie Bullock | 2 | 1 | 154000 | 636 | 52 | 1 | https://www.instagram.com/y0bull/ | 2 |
| Richaun Holmes | 2 | 1 | 47800 | 202 | 131 | 1 | https://www.instagram.com/rich_holmes22/?hl=en | 2 |
| Ricky Rubio | 2 | 1 | 510000 | 255 | 462 | 1 | https://www.instagram.com/ruuufio/?hl=en | 2 |
| RJ Hunter | 2 | 1 | 55100 | 2165 | 567 | 1 | https://www.instagram.com/hunter_games31/?hl=en | 2 |
| Robert Covington | 2 | 1 | 175000 | 934 | 1041 | 1 | https://www.instagram.com/atf_33/?hl=en | 2 |
| Robert Williams | 2 | 1 | 71900 | 790 | 16 | 1 | https://www.instagram.com/williams.lll/?hl=en | 2 |
| Rodions Kurucs | 2 | 1 | 20400 | 776 | 126 | 1 | https://www.instagram.com/rodionskl7/?hl=en | 2 |
| Rodney McGruder | 2 | 1 | 3946 | 12 | 8 | 2 | https://www.instagram.com/rodneymcgruder22/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Rondae Hollis-Jefferson | 2 | 1 | 100000 | 334 | 13 | 1 | https://www.instagram.com/chap/?hl=en | 2 |
| Royce O'Neale | 2 | 1 | 63900 | 858 | 345 | 1 | https://www.instagram.com/rolls_royce00/?hl=en | 2 |
| Rudy Gobert | 2 | 1 | 297000 | 232 | 630 | 1 | https://www.instagram.com/rudygobert27/?hl=en | 2 |
| Ryan Arcidiacono | 2 | 1 | 68300 | 897 | 68 | 1 | https://www.instagram.com/ry_arch15/?hl=en | 2 |
| Semi Ojeleye | 2 | 1 | 76900 | 452 | 78 | 1 | https://www.instagram.com/semi/?hl=en | 2 |
| Serge Ibaka | 2 | 1 | 721000 | 124 | 950 | 1 | https://www.instagram.com/sergeibaka/?hl=en | 2 |
| Seth Curry | 2 | 1 | 1700000 | 386 | 352 | 1 | https://www.instagram.com/sdotcurry/?hl=en | 2 |
| Shabazz Napier | 2 | 1 | 222000 | 249 | 30 | 1 | https://www.instagram.com/shabazznap13r/?hl=en | 2 |
| Shai Gilgeous-Alexander | 2 | 1 | 146000 | 476 | 127 | 1 | https://www.instagram.com/shai/?hl=en | 2 |
| Shake Milton | 2 | 1 | 12600 | 766 | 11 | 1 | https://www.instagram.com/snipersshake/ | 2 |
| Shaquille Harrison | 2 | 1 | 12600 | 699 | 122 | 1 | https://www.instagram.com/shaqharrison_3/?hl=en | 2 |
| Simmons, Jonathon | 2 | 1 | 119000 | 330 | 73 | 1 | https://www.instagram.com/tharealjsimms/?hl=en | 2 |
| Sindarius Thornwell | 2 | 1 | 53800 | 2499 | 20 | 1 | https://www.instagram.com/s_thornwell0/?hl=en | 2 |
| Skal Labissiere | 2 | 1 | 91800 | 759 | 22 | 1 | https://www.instagram.com/skal_lab/?hl=en | 2 |
| Spencer Dinwiddie | 2 | 1 | 133000 | 795 | 778 | 1 | https://www.instagram.com/sdinwiddie_2508/?hl=en | 2 |
| Stanley Johnson | 2 | 1 | 313000 | 886 | 56 | 1 | https://www.instagram.com/stanimal/?hl=en | 2 |
| Sterling Brown | 2 | 1 | 67100 | 883 | 47 | 1 | https://www.instagram.com/sterlingbrown23/?hl=en | 2 |
| Steven Adams | 2 | 1 | 389000 | 179 | 69 | 1 | https://www.instagram.com/stevenadams/?hl=en | 2 |
| Sviatoslav Mykhailiuk | 2 | 1 | 132000 | 254 | 104 | 1 | https://www.instagram.com/sviat_10/?hl=en | 2 |
| T.J. Leaf | 2 | 1 | 111000 | 862 | 107 | 1 | https://www.instagram.com/leafsquad/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| T.J. Warren | 2 | 1 | 50800 | 191 | 47 | 1 | https://www.instagram.com/t.warren12/ | 2 |
| Taj Gibson | 2 | 1 | 453000 | 2181 | 548 | 1 | https://www.instagram.com/tajgibson22/?hl=en | 2 |
| Taurean Prince | 2 | 1 | 167000 | 46 | 22 | 1 | https://www.instagram.com/taureanprince/?hl=en | 2 |
| Terry Rozier | 2 | 1 | 469 | 618000 | 243 | 1 | https://www.instagram.com/gmb_chum12/?hl=en | 2 |
| Theo Pinson | 2 | 1 | 118000 | 999 | 691 | 1 | https://www.instagram.com/tpinsonn/?hl=en | 2 |
| Thomas Welsh | 2 | 1 | 16300 | 636 | 18 | 1 | https://www.instagram.com/tom_welsh/?hl=en | 2 |
| Thon Maker | 2 | 1 | 166000 | 311 | 108 | 1 | https://www.instagram.com/thonmaker/?hl=en | 2 |
| Tim Frazier | 2 | 1 | 52200 | 626 | 293 | 1 | https://www.instagram.com/timfraz23/?hl=en | 2 |
| Tim Hardaway Jr. | 2 | 1 | 470000 | 747 | 875 | 1 | https://www.instagram.com/timmyjr10/?hl=en | 2 |
| Timothe Luwawu-Cabarrot | 2 | 1 | 58000 | 348 | 274 | 1 | https://www.instagram.com/7tlc/?hl=en | 2 |
| Tobias Harris | 2 | 1 | 169000 | 865 | 934 | 1 | https://www.instagram.com/tobiasharris/?hl=en | 2 |
| Tony Bradley | 2 | 1 | 49000 | 734 | 20 | 1 | https://www.instagram.com/tobrad13/?hl=en | 2 |
| Tony Snell | 2 | 1 | 42000 | 13 | 7 | 1 | https://www.instagram.com/t.snell_/ | 2 |
| Torrey Craig | 2 | 1 | 27400 | 470 | 97 | 1 | https://www.instagram.com/teraig3_/?hl=en | 2 |
| Trae Young | 2 | 1 | 1200000 | 36 | 139 | 1 | https://www.instagram.com/traeyoung/?hl=en | 2 |
| Treveon Graham | 2 | 1 | 10800 | 2393 | 331 | 1 | https://www.instagram.com/fr8train21/?hl=en | 2 |
| Trevon Bluiett | 2 | 1 | 14500 | 705 | 314 | 1 | https://www.instagram.com/trevonbluiett/ | 2 |
| Trevon Duval | 2 | 1 | 383000 | 52 | 13 | 1 | https://www.instagram.com/trey_duval/?hl=en | 2 |
| Trey Lyles | 2 | 1 | 170000 | 204 | 329 | 1 | https://www.instagram.com/treylyles/?hl=en | 2 |
| Tristan Thompson | 2 | 1 | 3000000 | 461 | 539 | 1 | https://www.instagram.com/realtristan13/?hl=en | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Troy Brown Jr | 2 | 1 | 40100 | 227 | 74 | 1 | https://www.instagram.com/troybrown.jr/?hl=en | 2 |
| Troy Williams | 2 | 1 | 40900 | 989 | 140 | 1 | https://www.instagram.com/troywilliams_/?hl=en | 2 |
| Tyler Dorsey | 2 | 1 | 53000 | 1003 | 69 | 1 | https://www.instagram.com/tylerdorsey5/ | 2 |
| Tyler Lydon | 2 | 1 | 37000 | 915 | 99 | 1 | https://www.instagram.com/tylerlydon/?hl=en | 2 |
| Tyrone Wallace | 2 | 1 | 21000 | 675 | 277 | 1 | https://www.instagram.com/t_wa1l/?hl=en | 2 |
| Victor Oladipo | 2 | 1 | 1300000 | 594 | 288 | 1 | https://www.instagram.com/vicoladipo/?hl=en | 2 |
| Wayne Selden | 2 | 1 | 92400 | 166 | 40 | 1 | https://www.instagram.com/wayneseldenjr/ | 2 |
| Wendell Carter Jr. | 2 | 1 | 150000 | 379 | 31 | 1 | https://www.instagram.com/wendellcarterjr/ | 2 |
| Wenyen Gabriel | 2 | 1 | 60300 | 778 | 87 | 1 | https://www.instagram.com/wenyengabriel/?hl=en | 2 |
| Wesley Matthews | 2 | 1 | 168000 | 283 | 635 | 1 | https://www.instagram.com/wessywes23/?hl=en | 2 |
| Will Barton | 2 | 1 | 106000 | 498 | 28 | 1 | https://www.instagram.com/willthetrillb5/?hl=en | 2 |
| Willy Hernangomez | 2 | 1 | 271000 | 503 | 1114 | 1 | https://www.instagram.com/willyhernangomez/?hl=en | 2 |
| Yante Maten | 2 | 1 | 11500 | 586 | 431 | 1 | https://www.instagram.com/yandelobro/?hl=en | 2 |
| Yogi Ferrell | 2 | 1 | 106000 | 810 | 415 | 1 | https://www.instagram.com/yogiferre11/?hl=en | 2 |
| Yuta Watanabe | 2 | 1 | 33700 | 230 | 84 | 1 | https://www.instagram.com/yutawatanabe12/?hl=en | 2 |
| Zhaire Smith | 2 | 1 | 38700 | 168 | 6 | 1 | https://www.instagram.com/zhaire_smith/?hl=en | 2 |
| Brook Lopez | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 2 |
| George King | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 2 |
| Mason Plumlee | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 2 |
| Solomon Hill | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 2 |
| Wilson Chandler | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 2 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Damyean Dotson | 1 | 2 | 37700 | 889 | 36 | 1 | https://www.instagram.com/whoteamdot/?hl=en | 3 |
| Luke Kennard | 1 | 2 | 205000 | 268 | 143 | 1 | https://www.instagram.com/lukekennard5/?hl=en | 3 |
| Amir Johnson | 2 | 1 | 201000 | 967 | 545 | 1 | https://www.instagram.com/iamamirjohnson/?hl=en | 3 |
| Andre Roberson | 2 | 1 | 171000 | 557 | 0 | 1 | https://www.instagram.com/flydre21/?hl=en | 3 |
| Anfernee Simons | 2 | 1 | 70900 | 663 | 91 | 1 | https://www.instagram.com/antsimons/?hl=en | 3 |
| Birch, Khem | 2 | 1 | 9171 | 249 | 21 | 1 | https://www.instagram.com/khembirch/?hl=en | 3 |
| Bradley Beal | 2 | 1 | 866000 | 440 | 305 | 1 | https://www.instagram.com/bradbeal3/?hl=en | 3 |
| Chandler Parsons | 2 | 1 | 522000 | 424 | 636 | 1 | https://www.instagram.com/chandlerparsons/?hl=en | 3 |
| Danny Green | 2 | 1 | 539000 | 690 | 551 | 1 | https://www.instagram.com/greenranger14/?hl=en | 3 |
| Dario Saric | 2 | 1 | 135000 | 95 | 19 | 1 | https://www.instagram.com/megalodon20/?hl=en | 3 |
| Dejounte Murray | 2 | 1 | 640000 | 114 | 83 | 1 | https://www.instagram.com/dejountemurray/?hl=en | 3 |
| Dewayne Dedmon | 2 | 1 | 50400 | 525 | 595 | 1 | https://www.instagram.com/d_dedmon3/?hl=en | 3 |
| Donovan Mitchell | 2 | 1 | 2000000 | 1595 | 687 | 1 | https://www.instagram.com/spidadmitchell/?hl=en | 3 |
| Drew Eubanks | 2 | 1 | 6037 | 514 | 104 | 1 | https://www.instagram.com/drewdatower/?hl=en | 3 |
| Elfrid Payton | 2 | 1 | 128000 | 821 | 144 | 1 | https://www.instagram.com/elfrid/?hl=en | 3 |
| Fred VanVleet | 2 | 1 | 109000 | 507 | 468 | 1 | https://www.instagram.com/fredvanvleet/?hl=en | 3 |
| Gary Trent Jr. | 2 | 1 | 107000 | 527 | 50 | 1 | https://www.instagram.com/gtrentjr/ | 3 |
| Grant, Jerian | 2 | 1 | 101000 | 448 | 608 | 1 | https://www.instagram.com/jeriangrant/ | 3 |
| Grayson Allen | 2 | 1 | 472000 | 127 | 39 | 1 | https://www.instagram.com/graysonjallen/?hl=en | 3 |
| Hassan Whiteside | 2 | 1 | 725000 | 665 | 375 | 1 | https://www.instagram.com/hassanwhiteside/?hl=en | 3 |
| Haywood Highsmith | 2 | 1 | 5237 | 994 | 9 | 1 | https://www.instagram.com/haywoodjr24/ | 3 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Ivica Zubac | 2 | 1 | 150000 | 288 | 167 | 1 | https://www.instagram.com/iviczubac/?hl=en | 3 |
| Jalen Brunson | 2 | 1 | 96200 | 686 | 108 | 1 | https://www.instagram.com/jalenbrunson1/?hl=en | 3 |
| JaMychal Green | 2 | 1 | 19400 | 430 | 212 | 1 | https://www.instagram.com/roadtoriches_0/?hl=en | 3 |
| JaVale McGee | 2 | 1 | 1000000 | 671 | 2987 | 1 | https://www.instagram.com/javalemcgee/?hl=en | 3 |
| Jonah Bolden | 2 | 1 | 167000 | 223 | 112 | 1 | https://www.instagram.com/jdot43/?hl=en | 3 |
| Jordan Bell | 2 | 1 | 373000 | 652 | 265 | 1 | https://www.instagram.com/jbell/ | 3 |
| Jordan Loyd | 2 | 1 | 7191 | 986 | 127 | 1 | https://www.instagram.com/mrjloyd/?hl=en | 3 |
| Josh Hart | 2 | 1 | 622000 | 259 | 203 | 1 | https://www.instagram.com/jhart/?hl=en | 3 |
| Jusuf Nurkic | 2 | 1 | 310000 | 277 | 1326 | 1 | https://www.instagram.com/bosnianbeast27/?hl=en | 3 |
| Kelly Oubre Jr. | 2 | 1 | 663000 | 23 | 520 | 1 | https://www.instagram.com/kellyoubrejr/?hl=en | 3 |
| Kenneth Faried | 2 | 1 | 496000 | 843 | 565 | 1 | https://www.instagram.com/kennethfaried35/?hl=en | 3 |
| Kevon Looney | 2 | 1 | 169000 | 504 | 157 | 1 | https://www.instagram.com/flyght5/?hl=en | 3 |
| Kyle Anderson | 2 | 1 | 141000 | 1457 | 2176 | 1 | https://www.instagram.com/teamslowmo/?hl=en | 3 |
| Lance Thomas | 2 | 1 | 84000 | 1864 | 234 | 1 | https://www.instagram.com/mrlance42/?hl=en | 3 |
| Luka Doncic | 2 | 1 | 2000000 | 563 | 1346 | 1 | https://www.instagram.com/lukadoncic/?hl=en | 3 |
| Malcom Miller | 2 | 1 | 7471 | 748 | 63 | 1 | https://www.instagram.com/mlmili13/?hl=en | 3 |
| Malik Beasley | 2 | 1 | 81600 | 358 | 38 | 1 | https://www.instagram.com/mbeasy5/?hl=en | 3 |
| Marvin Bagley III | 2 | 1 | 556000 | 2486 | 213 | 1 | https://www.instagram.com/mb3five/ | 3 |
| Mikal Bridges | 2 | 1 | 78300 | 1843 | 165 | 1 | https://www.instagram.com/mikalbridges/?hl=en | 3 |
| Omari Spellman | 2 | 1 | 36000 | 869 | 198 | 1 | https://www.instagram.com/omarispellman/ | 3 |
| Patrick Patterson | 2 | 1 | 142000 | 764 | 46 | 1 | https://www.instagram.com/pdpatt/?hl=en | 3 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---------------------|--|---------------------------------------|--------------------------|-----------|-------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Player's # | | | IG Verified? | Player IG Handle | Confirm Wife? |
| | | | Followers | Following | Posts | | | |
| Paul George | 2 | 1 | 7200000 | 482 | 1349 | 1 | https://www.instagram.com/ygtrece/?hl=en | 3 |
| Reggie Jackson | 2 | 1 | 141000 | 422 | 221 | 1 | https://www.instagram.com/reggie_jackson/?hl=en | 3 |
| Robin Lopez | 2 | 1 | 138000 | 873 | 597 | 1 | https://www.instagram.com/gustogummi88/ | 3 |
| Thomas Bryant | 2 | 1 | 67500 | 423 | 172 | 1 | https://www.instagram.com/holimitfb/?hl=en | 3 |
| Troy Daniels | 2 | 1 | 45200 | 1100 | 1997 | 1 | https://www.instagram.com/troydaniels30/?hl=en | 3 |
| Tyler Cavanaugh | 2 | 1 | 4360 | 748 | 91 | 1 | https://www.instagram.com/tycav34/?hl=en | 3 |
| Tyus Jones | 2 | 1 | 395000 | 500 | 455 | 1 | https://www.instagram.com/1tyus/?hl=en | 3 |
| Vincent Edwards | 2 | 1 | 23900 | 626 | 74 | 1 | https://www.instagram.com/_evlewt/ | 3 |
| Willie Cauley-Stein | 2 | 1 | 622000 | 1003 | 582 | 1 | https://www.instagram.com/pr00fessortrill/?hl=en | 3 |
| Zach Collins | 2 | 1 | 54800 | 1365 | 97 | 1 | https://www.instagram.com/zachcollins_33/ | 3 |
| Zach LaVine | 2 | 1 | 1800000 | 121 | 286 | 1 | https://www.instagram.com/zachlavine8/?hl=en | 3 |
| Nikola Jokic | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 3* |
| Austin Rivers | 2 | 1 | 326000 | 400 | 345 | 1 | https://www.instagram.com/austinrivers/?hl=en | 4 |
| Cristiano Felicio | 2 | 1 | 74300 | 618 | 433 | 1 | https://www.instagram.com/imfelicio/?hl=en | 4 |
| DeMar DeRozan | 2 | 1 | 2400000 | 166 | 6 | 1 | https://www.instagram.com/demar_derozan/?hl=en | 4 |
| Dennis Schroder | 2 | 1 | 1200000 | 62 | 30 | 1 | https://www.instagram.com/ds17_fg/?hl=en | 4 |
| Derrick Rose | 2 | 1 | 383000 | 0 | 2 | 1 | https://www.instagram.com/DRose/?hl=en | 4 |
| Jake Layman | 2 | 1 | 29800 | 349 | 69 | 1 | https://www.instagram.com/j_lay_lay/?hl=en | 4 |
| Luke Kornet | 2 | 1 | 10800 | 374 | 176 | 1 | https://www.instagram.com/luke_kornet/?hl=en | 4 |
| Nicolas Batum | 2 | 1 | 223000 | 162 | 883 | 1 | https://www.instagram.com/nicbatum88/?hl=en | 4 |
| Nik Stauskas | 2 | 1 | 150000 | 551 | 664 | 1 | https://www.instagram.com/nikstauskas11/?hl=en | 4 |

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------|--|---------------------------------------|-------------------------|-------------------------|-----------------|--------------|---|---------------|
| Player Name | Does the NBA Player have a private IG? | Does the NBA Player have a public IG? | Player's # of Followers | Player's # of Following | Number of Posts | IG Verified? | Player IG Handle | Confirm Wife? |
| Patty Mills | 2 | 1 | 339000 | 220 | 432 | 1 | https://www.instagram.com/balapat/?hl=en | 4 |
| Pau Gasol | 2 | 1 | 1300000 | 86 | 803 | 1 | https://www.instagram.com/paugasol/?hl=en | 4 |
| Terrance Ferguson | 2 | 1 | 1252 | 101 | 7 | 2 | https://www.instagram.com/the2kferguson/?hl=en | 4 |
| Marvin Williams | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 4* |
| Mike Muscala | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 4* |
| Alec Burks | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 5 |
| Corey Brewer | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 5 |
| Emanuel Terry | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 5 |
| Kawhi Leonard | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 5 |
| Tyler Johnson | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 5 |
| Vince Carter | 3 | 3 | N/A | N/A | N/A | 3 | N/A | 5 |

*Note: * indicates players with no IG profiles but relationship status was discovered through wife's Instagram account or researcher's relationship with couple.*

APPENDIX B:

LIST OF NBA WIVES AND THEIR INSTAGRAM PROFILE INFORMATION ASOF FEBRUARY 12, 2019

Table Key:

- Column 4, 5, 6, 7, 8:
 - 1=Yes
 - 2=No
 - 3=N/A (Not Available)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|------------------|---------------------|---|---|--|-----------------------------------|------------------------------------|---|
| Player Name | Wife Name | Wife IG Handle | Does the wife have a public IG profile? | Does the wife have a private IG profile? | Does the wife have NO IG profile? | Is the wife's IG profile verified? | Does the wife have a public career different from her husband's career? |
| George Hill | Sam Garcia Hill | https://www.instagram.com/sam_hill3/ | 1 | 2 | 2 | 2 | 2 |
| Al Horford | Amelia Vega | https://www.instagram.com/ameliavega/?hl=en | 1 | 2 | 2 | 1 | 1 |
| Al-Farouq Aminu | Lina Aminu | https://www.instagram.com/helinaaminu/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Andre Iguodala | Christina Gutierrez | N/A | 2 | 2 | 1 | 3 | 3 |
| Anthony Tolliver | Unknown | https://www.instagram.com/jtolly44/ | 2 | 1 | 2 | 2 | 2 |
| Aron Baynes | Rachel Adekponya | N/A | 2 | 2 | 1 | 3 | 3 |
| Augustin, D.J. | Brandy Augustin | https://www.instagram.com/brandyc14/?hl=en | 2 | 2 | 1 | 3 | 3 |
| Boban Marjanovic | Milica Marjanovic | https://www.instagram.com/mrsbobi/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Brad Wanamaker | Michelle Wanamaker | https://www.instagram.com/mizzshellzz/?hl=en | 1 | 2 | 2 | 2 | 2 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-------------------|----------------------|---|---|--|-----------------------------------|------------------------------------|---|
| Player Name | Wife Name | Wife IG Handle | Does the wife have a public IG profile? | Does the wife have a private IG profile? | Does the wife have NO IG profile? | Is the wife's IG profile verified? | Does the wife have a public career different from her husband's career? |
| Channing Frye | Lauren Frye | https://www.instagram.com/lauren503/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Chris Paul | Jada Crawley | https://www.instagram.com/jada_ap/?hl=en | 1 | 2 | 2 | 1 | 2 |
| CJ McCollum | Elise Esposito | https://www.instagram.com/elisespo/?hl=en | 1 | 2 | 2 | 2 | 2 |
| CJ Miles | Lauren Miles | https://www.instagram.com/iamlaurensmiles/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Damion Lee | Sydel Curry-Lee | https://www.instagram.com/sydelcurrylee/?hl=en | 1 | 2 | 2 | 1 | 1 |
| Daniel Theis | Lena Theis | https://www.instagram.com/lena_t_2309/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Darius Miller | Brynn Miller | https://www.instagram.com/brynnecarolyn/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Darren Collison | Keyosha Sanders | https://www.instagram.com/chefkeyo/ | 1 | 2 | 2 | 2 | 2 |
| Davis Bertans | Anna Sonka | https://www.instagram.com/annabertane/ | 2 | 1 | 2 | 2 | 2 |
| DeMarre Carroll | Iesha Carroll | https://www.instagram.com/_lailahscloset_/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Derrick Jones Jr. | Shakara | https://www.instagram.com/og_sherry/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Devin Harris | Meghan Allen | N/A | 2 | 2 | 1 | 3 | 3 |
| Dirk Nowitzki | Jessica Nowitzki | https://www.instagram.com/jmwanguo/ | 2 | 1 | 2 | 2 | 2 |
| Dwyane Wade | Gabrielle Union-Wade | https://www.instagram.com/gabunion/?hl=en | 1 | 2 | 2 | 1 | 1 |
| Eric Bledsoe | Morgan Poole | https://www.instagram.com/mrs_morganb/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Ersan Ilyasova | Julia Ilyasova | N/A | 2 | 2 | 1 | 3 | 3 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-------------------|--------------------------|---|---|--|-----------------------------------|------------------------------------|---|
| Player Name | Wife Name | Wife IG Handle | Does the wife have a public IG profile? | Does the wife have a private IG profile? | Does the wife have NO IG profile? | Is the wife's IG profile verified? | Does the wife have a public career different from her husband's career? |
| Fournier, Evan | Laura Fournier | N/A | 2 | 2 | 1 | 3 | 3 |
| Goran Dragić | Maja Dragić | N/A | 2 | 2 | 1 | 3 | 3 |
| Gordon Hayward | Robin Hayward | https://www.instagram.com/robymhayward/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Gorgui Dieng | Amelia | N/A | 2 | 2 | 1 | 3 | 3 |
| Harrison Barnes | Brittany Barnes | https://www.instagram.com/brittanybarnes/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Ian Mahinmi | Alexis Flores | https://www.instagram.com/sisibaby28/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Iman Shumpert | Teyana Taylor | https://www.instagram.com/teyanataylor/?hl=en | 1 | 2 | 2 | 1 | 1 |
| Isaiah Thomas | Kayla Thomas | https://www.instagram.com/kayla_jasmin/ | 1 | 2 | 2 | 2 | 2 |
| J.J. Barea | Viviana Ortiz Pastrana | https://www.instagram.com/vivianaortizpr/?hl=en | 1 | 2 | 2 | 1 | 1 |
| Jason Smith | Kristy Smith | https://www.instagram.com/krisssmith14/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Jeff Green | Stephanie Green | https://www.instagram.com/nini_hurtado/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Joe Ingles | Renae Ingles (Hallinan) | https://www.instagram.com/renaeingles/?hl=en | 1 | 2 | 2 | 1 | 1 |
| John Jenkins | Yasmin Jenkins | https://www.instagram.com/ymjenkins/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Jon Leuer | Keegan Leuer | https://www.instagram.com/keeganmichellel/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Jonas Jerebko | Johanna Lundbäck Jerebko | https://www.instagram.com/johannajerebko/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Jonas Valanciunas | Eglė Valančiūnienė | https://www.instagram.com/eg.le.v/?hl=en | 1 | 2 | 2 | 2 | 2 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--------------------------|-------------------------|---|---|--|-----------------------------------|------------------------------------|---|
| Player Name | Wife Name | Wife IG Handle | Does the wife have a public IG profile? | Does the wife have a private IG profile? | Does the wife have NO IG profile? | Is the wife's IG profile verified? | Does the wife have a public career different from her husband's career? |
| Jose Calderon | Ana Hurtado | https://www.instagram.com/anahurtanoga/ | 2 | 1 | 2 | 2 | 2 |
| JR Smith | Jewel Smith | https://www.instagram.com/jewey808/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Jrue Holiday | Lauren Holiday | https://www.instagram.com/laurenholiday12/?hl=en | 1 | 2 | 2 | 1 | 1 |
| Julius Randle | Kendra Randle | https://www.instagram.com/kendrarandle_/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Justin Holiday | Shekina Holiday | https://www.instagram.com/shekinaholiday/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Justin Jackson | Brooke Jackson | https://www.instagram.com/brookejackson/ | 2 | 1 | 2 | 2 | 2 |
| Kent Bazemore | Samantha Serpe Bazemore | https://www.instagram.com/serpebazesam/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Kentavious Caldwell-Pope | McKenzie Caldwell-Pope | https://www.instagram.com/mckenzieinthemirror/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Kosta Koufos | Eleni Koufos | https://www.instagram.com/elenikoufos/ | 1 | 2 | 2 | 2 | 2 |
| Kyle Korver | Juliet Richardson | N/A | 2 | 2 | 1 | 3 | 3 |
| Kyle Lowry | Ayahna Cornish-Lowry | N/A | 2 | 2 | 1 | 3 | 3 |
| Langston Galloway | Sabrina Galloway | https://www.instagram.com/seauxsab/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Larry Nance Jr. | Hailey Nance | https://www.instagram.com/haileyalta/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Lauri Markkanen | Verna Aho | https://www.instagram.com/vernaaho/?hl=en | 1 | 2 | 2 | 2 | 2 |
| LeBron James | Savannah James | https://www.instagram.com/mrs_savannahjr/?hl=en | 1 | 2 | 2 | 1 | 2 |
| Marc Gasol | Cristina Blesa | N/A | 2 | 2 | 1 | 3 | 3 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|---------------------|------------------------|---|---|--|-----------------------------------|------------------------------------|---|
| Player Name | Wife Name | Wife IG Handle | Does the wife have a public IG profile? | Does the wife have a private IG profile? | Does the wife have NO IG profile? | Is the wife's IG profile verified? | Does the wife have a public career different from her husband's career? |
| Matthew Dellavedova | Anna Schroeder | N/A | 2 | 2 | 1 | 3 | 3 |
| Meyers Leonard | Elle Leonard | https://www.instagram.com/MrsElleLeonard/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Mike Conley | Mary LeReve Conley | https://www.instagram.com/livinglereve/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Mozgov, Timofey | Alla Mozgov-Pirshina | https://www.instagram.com/allapirshina/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Nemanja Bjelica | Donatello | https://www.instagram.com/didjoslav/ | 2 | 1 | 2 | 2 | 2 |
| Nene | Lauren Prothe | N/A | 2 | 2 | 1 | 3 | 3 |
| Nikola Mirotic | Nina Mirotić | N/A | 2 | 2 | 1 | 3 | 3 |
| PJ Tucker | Tracy Tucker | https://www.instagram.com/alluringrose8/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Raymond Felton | Unknown | N/A | 2 | 2 | 1 | 3 | 3 |
| Rodney Hood | Richa Hood (Shay Shay) | https://www.instagram.com/shayshay0515/ | 1 | 2 | 2 | 2 | 2 |
| Ross, Terrence | Unknown | https://www.instagram.com/matjanar/ | 1 | 2 | 2 | 2 | 2 |
| Rudy Gay | Ecko Gay | https://www.instagram.com/etheglamazon/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Russell Westbrook | Nina Westbrook | https://www.instagram.com/ninaamarie_w/?hl=en | 1 | 2 | 2 | 1 | 1 |
| Ryan Anderson | Kari Ann Anderson | https://www.instagram.com/kariklinkenborg/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Ryan Broekhoff | Katie Broekhoff | https://www.instagram.com/katiebroekhoff/ | 1 | 2 | 2 | 2 | 2 |
| Sam Dekker | Olivia Harlan Dekker | https://www.instagram.com/oliviaharlandekker/?hl=en | 1 | 2 | 2 | 1 | 1 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|------------------|-------------------------|---|---|--|-----------------------------------|------------------------------------|---|
| Player Name | Wife Name | Wife IG Handle | Does the wife have a public IG profile? | Does the wife have a private IG profile? | Does the wife have NO IG profile? | Is the wife's IG profile verified? | Does the wife have a public career different from her husband's career? |
| Shaun Livingston | Joey Livingston | https://www.instagram.com/gijoeey/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Shelvin Mack | Candyce Brown | N/A | 2 | 2 | 1 | 3 | 3 |
| Stephen Curry | Ayesha Curry | https://www.instagram.com/ayeshacurry/?hl=en | 1 | 2 | 2 | 1 | 1 |
| T.J. McConnell | Valerie McConnell | https://www.instagram.com/valmcconnell/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Thabo Sefolosha | Bertille Sefolosha | https://www.instagram.com/bebesefo/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Tomas Satoransky | Anna | https://www.instagram.com/satoransky/?hl=en | 2 | 1 | 2 | 3 | 3 |
| Tony Parker | Axelle Francine | N/A | 2 | 2 | 1 | 3 | 3 |
| Trey Burke | De'monique Chenault | N/A | 2 | 2 | 1 | 3 | 3 |
| Tyson Chandler | Kimberly Chandler | https://www.instagram.com/kimberlyjchandler/?hl=en | 1 | 2 | 2 | 1 | 2 |
| Udonis Haslem | Faith Haslem | https://www.instagram.com/xoxofaithhaslem/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Wayne Ellington | Safie Khaled | N/A | 2 | 2 | 1 | 3 | 3 |
| Zaza Pachulia | Tika Alavidze | https://www.instagram.com/tikaalavidzepachulia/?hl=en | 1 | 2 | 2 | 2 | 2 |
| Avery Bradley | Ashley Archbald bradley | N/A | 2 | 2 | 1 | 3 | 3 |
| Jamal Crawford | Tori Lucas | N/A | 2 | 2 | 1 | 3 | 3 |
| Jared Dudley | Christina Dudley | N/A | 2 | 2 | 1 | 3 | 3 |
| JJ Redick | Chelsea Kilgore | N/A | 2 | 2 | 1 | 3 | 3 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--------------------------------|---------------------|---|---|--|-----------------------------------|------------------------------------|---|
| Player Name | Wife Name | Wife IG Handle | Does the wife have a public IG profile? | Does the wife have a private IG profile? | Does the wife have NO IG profile? | Is the wife's IG profile verified? | Does the wife have a public career different from her husband's career? |
| Thaddeus Young | Shekinah Beckett | https://www.instagram.com/mrs___young21/?hl=en | 2 | 1 | 2 | 2 | 2 |
| Trevor Ariza | Bree Anderson Ariza | N/A | 2 | 2 | 1 | 3 | 3 |
| Vucevic, Nikola Wesley Johnson | Nikoleta Pavlović | N/A | 2 | 2 | 1 | 3 | 3 |
| | Melissa Johnson | https://www.instagram.com/melissa.s.johnson/ | 1 | 2 | 2 | 2 | 2 |

APPENDIX C:

CODING PROTOCOL FOR THE CONTENT ANALYSIS OF SELF-PORTRAYAL OF NBA
WIVES ON INSTAGRAM

1. The profiles used in the study will be the 13 wives with a verified IG profile and a randomly selected 13 wives without a verified IG profile.
2. The NBA players and wives will be based on the rosters available on 2/12/19 and the wives that can be confirmed as of that date.
3. All posts for each Instagram account should be obtained starting from the same date (February 12, 2019) to ensure that the last 100 posts are within the same timeframe and are consistent for each Instagram profile.
4. A unit of analysis is the written content of the post, the picture within the post, or the video in the post. (Each count for 1 unit of analysis- UOA.)
 - If the written content is only emoji's and/or hashtags, the coder is not to code it as a UOA. However, the coder can use the emoji's and/or hashtags to help guide the code of the picture.
 - The photo/video portrayal should be coded first in the codebook, followed by the written content. This will help ensure that coders are being consistent for intercoder reliability testing.
5. If the sport wife posted an "album" of photos, allowing you to scroll through multiple images within the same post, coders should code each image in the album individually. For example, a post containing an "album" of three photos would result in three separate entries in the codebook plus a an entry for the written content of the post, if applicable.
6. All posts should be extracted from Instagram prior to coding procedures to ensure the data is not affected by changes that may be made over time on the IG profile. All posts should also be numbered using the following method: wife number.post number. UOA number. For example 3.7.1 represents wife 2, post 7, and UOA 1. Visual content of the post should always be numbered first, following by the written content.
7. If a profile does not yet have 100 posts to code, coders should code all available posts after the date identified in #1.
8. While it is not possible to verify all of the wife accounts with 100% certainty, great care should be taken to try to ensure the account is of the actual NBA wife that it is representing, such as including personal and family photos that others wouldn't have

access to, along with content that wouldn't be available to the public and are referenced by her athlete husband.

9. Intracoder reliability will be utilized to establish the reliability of the coding protocol. There are a total of 2600 posts. A 25% sub-sample will be randomly selected and utilized for intercoder reliability (Wimmer & Dominck, 2006), which will be a total of 650 posts. Percentage agreement and Kohen's Kappa will be calculated using <http://dfreelon.org/utis/recalfront/recal2/>.
10. One unit of analysis cannot be coded with more than one code. General rules of coding: Ask these questions in the following order to choose the code correctly and consistently. When your answers to the questions represent the intersection of content and code, enter the appropriate code. If you are unable to separate two codes, use the combination code.
 - A. What is the main focus of the content?
 - If there isn't a main focus or it's difficult to choose, move onto question B.
 - B. Who is in the content and how are they positioned?
 - If this doesn't provide a clear code, move onto question C.
 - C. Where/what setting is the content?
 - If this doesn't provide a clear code, move onto question D.
 - D. What activity is happening/being portrayed in the content?
 - If this doesn't provide a clear code, move onto question E.
 - E. What (object) is in the content?
 - If this doesn't provide a clear code, move onto question F.
 - F. What is the context of the content/why is it positioned in this way?
 - If this doesn't provide a clear code, move onto question G.
 - G. What feelings or emotions are being shared in the content?
11. If a coder thinks that the content applies to more than one code, then they should code the UOA as "combination" and note which codes were represented in the combination in V13 and V14.
 - Coder should choose the most dominate (or the first used) code to input in V13 and the lesser (or the second used) code in V14.
12. On V15 (Write out Content), type out the entire written content that was posted and is being coded. These can be copied and pasted by using Ctrl + C and Ctrl + V on the coder's computer keyboard. If the unit of analysis is visual content, identify the type of content accordingly.

APPENDIX D:
CODEBOOK FOR CONTENT ANALYSIS OF SELF-PORTRAYAL
OF NBA WIVES ON INSTAGRAM

Coders should go through each step in the content analysis (v = variable):

V1. Wife's/Husband's Instagram account that is being coded

- 1 = Amelia Vega (<https://www.instagram.com/ameliavega/?hl=en>)
- 2 = Sydel Curry-Lee (<https://www.instagram.com/sydelcurrylee/?hl=en>)
- 3 = Gabrielle Union-Wade (<https://www.instagram.com/gabunion/?hl=en>)
- 4 = Teyana Taylor (<https://www.instagram.com/teyanataylor/?hl=en>)
- 5 = Viviana Ortiz Pastrana (<https://www.instagram.com/vivianaortizpr/?hl=en>)
- 6 = Renae Ingles (Hallinan) (<https://www.instagram.com/renaeingles/?hl=en>)
- 7 = Lauren Holiday (<https://www.instagram.com/laurenholiday12/?hl=en>)
- 8 = Nina Westbrook (https://www.instagram.com/ninaamarie_w/?hl=en)
- 9 = Olivia Harlan Dekker (<https://www.instagram.com/oliviaharlandekker/?hl=en>)
- 10 = Ayesha Curry (<https://www.instagram.com/ayeshacurry/?hl=en>)
- 11 = Jade Crawley (https://www.instagram.com/jada_ap/?hl=en)
- 12 = Savannah James (https://www.instagram.com/mrs_savannahrj/?hl=en)
- 13 = Kimberly Chandler (<https://www.instagram.com/kimberlyjchandler/?hl=en>)
- 14 = Lina Aminu (<https://www.instagram.com/helinaaminu/?hl=en>)
- 15 = Lauren Miles (<https://www.instagram.com/iaml Laurenmiles/?hl=en>)
- 16 = Morgan Poole (https://www.instagram.com/mrs_morganb/?hl=en)
- 17 = Keegan Leuer (<https://www.instagram.com/keeganmichellel/?hl=en>)
- 18 = Brittany Barnes (<https://www.instagram.com/brittanybarnes/>)
- 19 = Shekina Holiday (<https://www.instagram.com/shekinahholiday/?hl=en>)
- 20 = Hailey Nance (<https://www.instagram.com/haileyalta/?hl=en>)
- 21 = Mary LeReve Conley (<https://www.instagram.com/livinglereve/?hl=en>)
- 22 = Alla Mozgova-Pirshina (<https://www.instagram.com/allapirshina/?hl=en>)
- 23 = Matijana Ross (<https://www.instagram.com/matijanar/>)
- 24 = Katie Broekhoff (<https://www.instagram.com/katiebroekhoff/>)
- 25 = Bertille Sefolosha (<https://www.instagram.com/bebesefo/?hl=en>)
- 26 = Faith Hasleem (<https://www.instagram.com/xoxofaithhaslem/?hl=en>)

V2. Instagram profile's number of followers. (This may be automatically generated using an excel function.)

V3. Instagram profile's number of following. (This may be automatically generated using an excel function.)

V4. Instagram profile's number of posts. (This may be automatically generated using an excel function.)

V5. Is the wife's account verified? (This may be automatically generated using an excel function.)

1=Yes

2=No

V6. Does the wife have a public career apart from her husband and his athletic career? (This may be automatically generated using an excel function)

1 = Yes

2 = No

V7. Date post was uploaded to Instagram (month, day, year [e.g., August 30, 2017 is coded 8/30/17])

V8. Type of Content

1 = Text

2 = Picture

3 = Video

V9. Is the wife in the photo/video? Do your best to tell if she is or not. If it's unclear, write no. If it is the text of the post, insert 3 for not applicable.

1 = Yes

2 = No

V10. Is the husband in the photo/video? Do your best to tell if he is or not. If it's unclear, write no. If it is the text of the post, insert 3 for not applicable.

1 = Yes

2 = No

V11. Is the husband's IG profile tagged in the photo/video/text? Do your best to tell if it is or not. If it's unclear, write no.

1 = Yes

2 = No

V12. Code the main content of the text or photograph.

1 = Wife in her relationship to her husband

- a. When the sport wife is portrayed in her role as a spouse, providing emotional, mental, physical support to her husband.

- b. Portrayed with her husband outside of the sport career (i.e., traveling, vacationing, everyday life with her husband, etc)
- c. Couple's dating/love story including wedding pictures, pictures out on dates, engagement pictures, etc
- d. Family pictures (couple with children) should be coded as a combination (see 18)

2 = *Wife in her role as a parent*

- a. When the sport wife is portrayed in her role as a parent, providing emotional, mental, physical support to her children.
- b. Portrayed with/of her children in everyday life.
- c. Focus on her pregnant belly, pregnancy

3 = *Wife as an agent in the 2-person career*

- a. When the sport wife is portrayed in a way that relates to her husband's career including a partner in his career, support to her husband's career by attending company events (games, community events, fundraising/charity events, etc.), pictures of the husband and/or kids in the sport context, and/or as a home-manager that deals with house/apartment/condo, moving, packing, pets, financial management and/or schedule keeper. Additionally, if the wife or husband make a decision for the family based on the husband's profession, it should also be included here.
 - i. Note: This does not include their involvement/work with a corporation/organization/non-profit foundation that is related to her husband's name or personal brand. For instances that do discuss the wife in these roles, the coder should use the code- wife's own business life.
 - ii. Note: the husband does not have to be in the picture.
 - iii. Note: this would include all pictures of her husband in the sport context.

4 = *Wife being sexually suggestive*

- a. When the sport wife is portrayed in little to no clothing, clothing that is physically revealing/accentuates physical attributes, in professional modeling poses/pictures, sexually explicit content, posing seductively, references to her appearance.

5 = *Wife's own career/ambitions*

- a. When the sport wife is portrayed in her role in a business/career that is separate from her involvement in her husband's athletic career and/or her own professional accomplishments.
 - iv. This can include any career she may have as running or working for a corporation/organization/non-profit foundation that is related to her husband's name or personal brand, a blog about the life in sport, or a an organization for WAGS.
 - v. Anything that has #ad or #sponsored
 - vi. Written content that has directs the viewer to "like to know" app

- vii. This can include workouts and yoga if she is an instructor/working in those areas. (If she doesn't get paid for her workout, you should code it as physical activity.)

6 = *Wife in pop culture*

- a. When the sport wife is portrayed as it relates to pop culture such as a TV show, movie, musician or group, actor/actress, politician, different sport/league than her husband (as a fan, not work or two-person career), fashion (including hair and beauty posts, OOTD posts), design and décor (interior design, home décor, etc.), board games, social media challenges, such as photo a day, monuments/city scape of her own home city, and celebrity lifestyle.

7 = *Wife experiencing/overcoming adversity/physical ailment/tragedy*

- a. When the sport wife is discussing some sort of adversity that is not related to the sport career (i.e., having trouble with an adoption).
- a. When a sport wife is portrayed in a way that is related to a tragedy that she is experiencing, including a physical ailment, a death in the family, a car accident, etc.

8 = *Wife as an instigator*

- b. When the sport wife is being portrayed as causing drama with someone else, criticizing someone else, sharing a negative opinion about someone or something.

9 = *Extended Family & Friends*

- a. When the sport wife is being portrayed in relation to her extended family (which does not include her children or husband) and friends. This includes her parents, siblings, in-laws, nieces/nephews, cousins, etc., as well as her friends. This also includes friends that are athletes/wives if they are not in the sport career setting. If they are in the sport career setting, the post should be coded "2-person career."

10 = *Selfie*

- a. When the sport wife is taking a picture of herself or is in a photo of just her and she is the main focus of the content.

11 = *Food*

- a. When the main content is on food, beverage, desserts, alcohol, etc.

12 = *Philanthropy, Social Activism, Faith, & Encouragement*

- a. When the sport wife is sharing content regarding giving, volunteering (away from the sport career), philanthropy, social activism, religious references, encouragement, inspiring quotes, etc.

13 = *Physical Activity*

- a. When the sport wife is sharing content that is physical activity that she does not get paid for including skiing, hiking as physical exercise, yoga, outdoor sports, working out, etc.

14 =Traveling

- a. When the sport wife is sharing content regarding her visiting different places (not tied to the sport career) including monuments outside of her own city, mountains, art museums, beaches, city skylines, different cities, airports/airplane pictures, etc.

15 =Celebrating an event/holiday

- a. When the sport wife is sharing content regarding a celebration, such as a holiday (Christmas, Halloween, St. Patricks Day, etc), decorations for a holiday, wedding pictures of a couple/ceremony (not their own), wedding/decor details of their own or others wedding, wedding shower, a baby shower, birthday (including written content wishing or discussing birthdays), etc.

16 =Pets/Animals

- a. When the sport wife is sharing content with pets and animals.

17 =Mood/Feelings

- a. When the sport wife is sharing content regarding her feelings including mood, days of the week, weather, seasons, weekend, months, “mode”, “the face you make when...” posts, mention of nostalgia, etc

18 =Combination

- a. When the sport wife is being portrayed as more than one of these categories.
- b. Family pictures with both husband and children
 - i. If the couple is leaning into each other, code 18 then 1 & 2
 - ii. If the focus is more on the kids, code 18 then 2 & 1
 - iii. If there’s no clear distinction, code 18 then 1 & 2

19 = Other

- a. When the sport wife is sharing content that does not fit within one of the other categories such as pictures of wife as a child, plants/flowers, memes or screen captions that don’t apply in another category.

V13. If the code was combination, insert the number that corresponds to the codes it is in combination of using the same codes in V12.

V14. If the code was combination, insert the number that corresponds to the codes it is in combination of using the same codes in V12.

V15. Posts’ written content (type out the actual caption that the person wrote inclusive of @ and #.) **If the UOA is a picture or video, identify it accordingly.**

V16. Post Number. All posts should be numbered using the following method: wife number.post number.UOA number. For example 3.7.1 represents wife 2, post 7, and UOA 1. Visual content of the post should be numbered first, followed by the written content.

V17. Copy and Paste the link to the particular post.

APPENDIX E:

EXAMPLE OF CODE SHEET

| V1: Wife IG Account | V2: IG Profile # of Followers | V3. IG Profile # of Following | V4. IG Profile # of Posts | V5. Is the wife's account Verified ? | V6. Wife Public Career ? | V7: Date posted to IG | V8. Type of Content | V9: Is the wife in the photo? | V10: Is the husband in the photo? | V11. Is the husband's IG tagged in the post? | V12. Code the main content | V13. Comb o Code #1 | V14. Comb o Code #2 | V15. Write out content | V16. Post Number |
|------------------------------|--|---|---------------------------------------|---|--------------------------------------|--------------------------------|------------------------------|---|---|---|--|---------------------------------|---------------------------------|---------------------------------|------------------------|
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APPENDIX F:

DISTRIBUTIONS OF INSTAGRAM FOLLOWER AND PROFILES FOLLOWING COUNTS

FOR NBA WIVES AND HUSBANDS

REPRESENTED IN THE STUDY

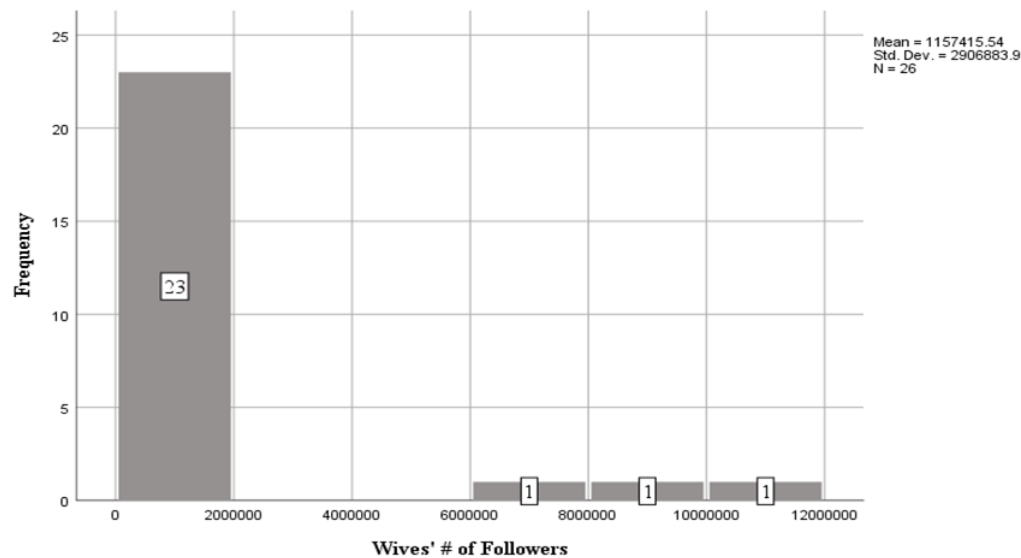


Figure Appendix F-1 Distribution of Instagram follower count for NBA wives (in the study)

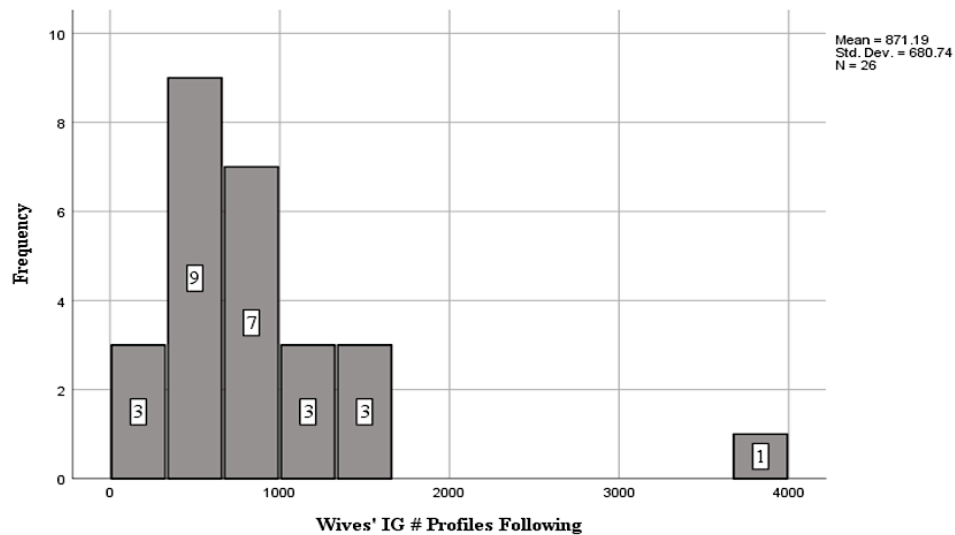


Figure Appendix F-2 Distribution of Instagram profiles following count for NBA wives (in the study)

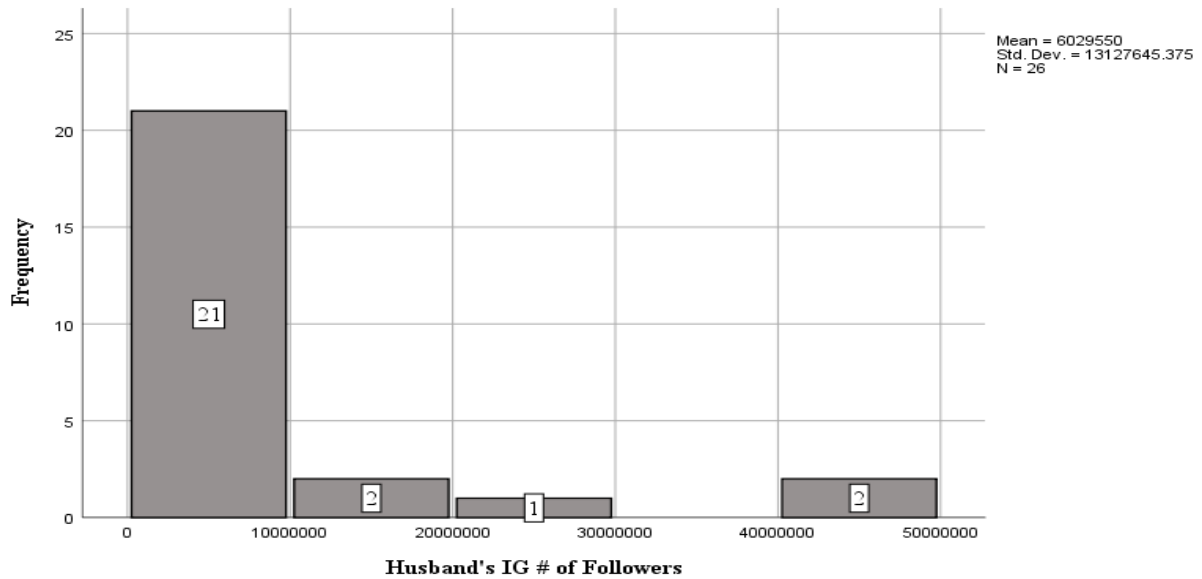


Figure Appendix F-3 Distribution of Instagram follower count for NBA players (whose wife is in the study)

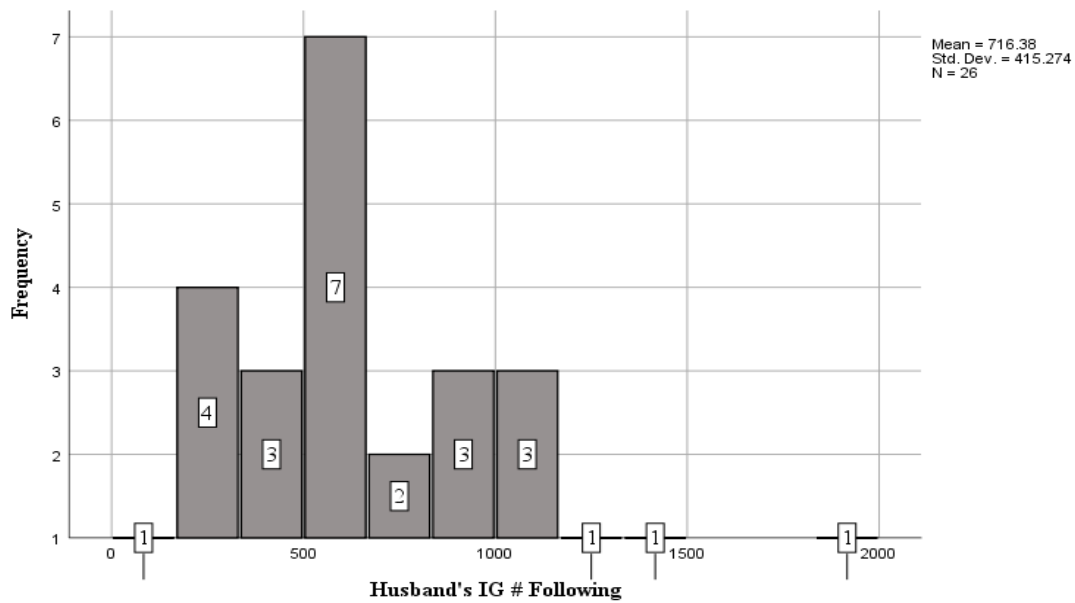


Figure Appendix F-4 Distribution of Instagram profiles following count for NBA players (whose wife is in the study)

APPENDIX G:

MANN-WHITNEY TESTS OF SIGNIFICANCE FOR NBA WIVES' INSTAGRAM FOLLOWERS BASED ON NBA WIFE CAREER TYPE

Table Appendix G-1

Mann-Whitney test of significance for NBA wives' Instagram followers based on if wife has a public career

| | | Ranks | | |
|----------------------------------|---------------------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Wives' # of Followers | Wife has public career | 10 | 20.50 | 205.00 |
| | Wife doesn't have public career | 16 | 9.13 | 146 |
| Total | | 26 | | |
| <i>Statistically significant</i> | | $U = 10, p = .00, Z = -3.69, r = 0.7239$ | | |

Table Appendix G-2

Mann-Whitney test of significance for NBA wives' Instagram followers based on if wife has a verified profile but no public career

| | | Ranks | | |
|--------------------------------------|--|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Wives' # of Followers | Wife has verified profile but no public career | 3 | 17.67 | 53.00 |
| | All other wives | 23 | 12.96 | 298.00 |
| Total | | 26 | | |
| <i>Not statistically significant</i> | | $U = 22, p = .32, Z = -1.00, r = 0.1975$ | | |

Table Appendix G-3

Mann-Whitney test of significance for NBA wives' Instagram followers based on if wife has a blog

| | | Ranks | | |
|--------------------------------------|----------------------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Wives' # of Followers | Wife has personal blog | 4 | 9.25 | 37.00 |
| | Wife does not have personal blog | 22 | 14.27 | 314.00 |
| Total | | 26 | | |
| <i>Not statistically significant</i> | | $U = 27, p = .22, Z = -1.28, r = 0.2366$ | | |

Table Appendix G-3

Mann-Whitney test of significance for NBA wives' Instagram followers based on if wives have no public career, no verified profile, and no blog (traditional wife)

| | | Ranks | | |
|----------------------------------|-------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Wives' # of Followers | Traditional wives | 9 | 6.22 | 56.00 |
| | All other wives | 17 | 17.35 | 295.00 |
| Total | | 26 | | |
| <i>Statistically significant</i> | | $U = 11, p = .00, Z = -3.53, r = 0.6921$ | | |

APPENDIX H:

MANN-WHITNEY TESTS OF SIGNIFICANCE FOR NBA WIVES' NUMBER OF INSTAGRAM PROFILES FOLLOWING BASED ON NBA WIFE CAREER TYPE

Table Appendix H-1

Mann-Whitney Test of Significance of NBA Wives' Number of Instagram Profiles Following Based on if Wife Has a Public Career

| | | Ranks | | |
|--------------------------------------|---------------------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Wives' # of IG profiles following | Wife has public career | 10 | 16.60 | 166.00 |
| | Wife doesn't have public career | 16 | 11.56 | 185 |
| Total | | 26 | | |
| <i>Not statistically significant</i> | | $U = 49, p = .10, Z = -1.63, r = 0.3209$ | | |

Table Appendix H-2

Mann-Whitney test of difference of NBA wives' number of Instagram profiles following based on if wife has a verified profile, no public career

| | | Ranks | | |
|--------------------------------------|--|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Wives' # of IG profiles following | Wife has verified profile but no public career | 3 | 17.00 | 51 |
| | All other wives | 23 | 13.04 | 300 |
| Total | | 26 | | |
| <i>Not statistically significant</i> | | $U = 24, p = .40, Z = -.843, r = 0.1643$ | | |

Table Appendix H-3

Mann-Whitney test of difference of NBA wives' number of Instagram profiles following based on if wife has a personal blog

| | | Ranks | | |
|--------------------------------------|----------------------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Wives' # of IG profiles following | Wife has personal blog | 4 | 18.75 | 75 |
| | Wife does not have personal blog | 22 | 12.55 | 276 |
| Total | | 26 | | |
| <i>Not statistically significant</i> | | $U = 23, p = .14, Z = -1.49, r = 0.2933$ | | |

Appendix H-4

Mann-Whitney test of difference of NBA wives' number of Instagram profiles following based on if wives do not have a public career, verified profile, or a personal blog (traditional wife)

| | | Ranks | | |
|-----------------------------------|-------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Wives' # of IG profiles following | Traditional wives | 9 | 6.56 | 59 |
| | All other wives | 17 | 17.18 | 292 |
| Total | | 26 | | |
| <i>Statistically significant</i> | | $U = 14, p = .00, Z = -3.37, r = 0.6603$ | | |

APPENDIX I:

MANN-WHITNEY TESTS OF SIGNIFICANCE FOR NUMBER OF NBA PLAYER'S INSTAGRAM FOLLOWERS BASED ON HIS WIFE'S CAREER TYPE

Table Appendix I-1

Mann-Whitney test of significance of NBA players' number of Instagram followers based on if his wife has a public career

| | | Ranks | | |
|--------------------------------------|---------------------------------|---|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of Followers | Wife has public career | 10 | 15.60 | 156 |
| | Wife doesn't have public career | 16 | 12.19 | 195 |
| Total | | 26 | | |
| <i>Not statistically significant</i> | | $U = 59, p = .27, Z = -1.107, r = 0.2168$ | | |

Table Appendix I-2

Mann-Whitney test of significance of NBA players' number of Instagram followers based on if his wife has a verified profile but no public career

| | | Ranks | | |
|--------------------------------------|--|--------------------------------------|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of Followers | Wife has verified profile but no public career | 3 | 20 | 60 |
| | All other wives | 23 | 12.65 | 291 |
| Total | | | | |
| <i>Not Statistically significant</i> | | $U = 42, p = .89, Z = -, r = 0.1183$ | | |

Table Appendix I-3

Mann-Whitney test of significance of NBA players' number of Instagram followers based on if his wife has a personal blog

| | | Ranks | | |
|--------------------------------------|----------------------------------|---|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of Followers | Wife has personal blog | 22 | 13.41 | 295 |
| | Wife does not have personal blog | 4 | 14 | 56 |
| Total | | 26 | | |
| <i>Not statistically significant</i> | | $U = 42, p = .89, Z = -.14, r = 0.0316$ | | |

Table Appendix I-4

Mann-Whitney test of significance of NBA players' number of Instagram followers based on if his wife has no public career, no verified profile, and no blog (traditional wife)

| | | Ranks | | |
|----------------------------------|------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of Followers | Traditional wife | 9 | 8.78 | 79 |
| | All other wives | 17 | 16 | 272 |
| Total | | 26 | | |
| <i>Statistically significant</i> | | $U = 34, p = .02, Z = -2.29, r = 0.4494$ | | |

APPENDIX J:

MANN-WHITNEY TESTS OF SIGNIFICANCE OF NBA PLAYER'S NUMBER OF PROFILES FOLLOWING ON INSTAGRAM BASED ON HIS WIFE'S CAREER TYPE

Table Appendix J-1

Mann-Whitney test of significance of NBA players' number of profiles following on Instagram based on if his wife has a public career

| | | Ranks | | |
|--------------------------------------|---------------------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of profiles following | Wife has public career | 10 | 15.50 | 155 |
| | Wife doesn't have public career | 16 | 12.25 | 196 |
| Total | | 26 | | |
| <i>Not Statistically significant</i> | | $U = 60, p = .29, Z = -1.05, r = 0.2074$ | | |

Table Appendix J-2

Mann-Whitney test of significance of NBA players' number of profiles following on Instagram based on if his wife has a verified profile but no public career

| | | Ranks | | |
|--------------------------------------|--|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of profiles following | Wife has verified profile but no public career | 3 | 6.67 | 20 |
| | All other wives | 13 | 14.39 | 331 |
| Total | | | | |
| <i>Not Statistically significant</i> | | $U = 14, p = .10, Z = -1.64, r = 0.1844$ | | |

Table Appendix J-3

Mann-Whitney test of significance of NBA players' number of profiles following on Instagram based on if his wife has a personal blog

| | | Ranks | | |
|--------------------------------------|----------------------------------|---|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of profiles following | Wife has personal blog | 22 | 14.50 | 319 |
| | Wife does not have personal blog | 4 | 8 | 32 |
| Total | | 26 | | |
| <i>Not Statistically significant</i> | | $U = 22, p = .12, Z = -1.563, r = 0.3066$ | | |

Table Appendix J-4

Mann-Whitney test of significance of NBA players' number of profiles following on Instagram based on if his wife has no public career, no verified profile, and no blog (traditional wife)

| | | Ranks | | |
|--------------------------------------|------------------|--|-----------|-------------|
| | | N | Mean Rank | Total Ranks |
| Players' # of profiles following | Traditional wife | 9 | 16 | 144 |
| | All other wives | 17 | 12.18 | 207 |
| Total | | 26 | | |
| <i>Not statistically significant</i> | | $U = 54, p = .23, Z = -1.21, r = 0.2387$ | | |

APPENDIX K:

CHI-SQUARE TEST OF SIGNIFICANCE FOR HUSBAND INCLUSION RATES ON NBA WIVES' INSTAGRAM PROFILES BY NBA WIFE CAREER TYPE

Table Appendix K-1

Chi-square test of significance for husband rate for wives with public career

| | | | Wife has public career | | Total |
|--------------------------------------|------------------------------------|------------------------------------|----------------------------------|--------------|----------|
| | | | No | Yes | Expected |
| Husband included in UOA | No | Count | 3117 | 2206 | 5322 |
| | | % within Wife has public career | 85.3% | 83.8% | 84.7% |
| | Yes | Count | 538 | 425 | 963 |
| | | % within Wife has public career | 14.7% | 16.2% | 15.3% |
| Total | Count | | 3655 | 2631 | 6286 |
| | % within Wife has public career | | 100.0% | 100.0% | 100.0% |
| <i>Not statistically significant</i> | | | $\chi^2 = 2.41, p = .12, df = 1$ | | |

Table Appendix K-2

Chi-square test of significance for husband inclusion rate for wives with verified profile but no public career

| | | | Verified profile, no public career | | Total Expected |
|--------------------------------------|-----|--|---------------------------------------|---------------|-------------------|
| | | | No | Yes | |
| Husband included in UOA | No | Count | 4714 | 608 | 5322 |
| | | % within Wife has Verified profile, no public career | 84.8% | 83.40% | 84.7% |
| | Yes | Count | 843 | 121 | 963 |
| | | % within Wife has Verified profile, no public career | 15.2% | 16.60% | 15.3% |
| Total | | Count | 5557 | 729 | 6286 |
| | | % within Wife has Verified profile, no public career | 100.0% | 100.0% | 100.00% |
| <i>Not statistically significant</i> | | | $\chi^2 = 1.04, p = .32, df = 1$ | | |

Table Appendix K-3

Chi-square test of significance for husband inclusion rate for wives with a personal blog

| | | | Wife has blog | | Total |
|----------------------------|-----|-----------------------------------|---------------|-------------|----------|
| | | | No | Yes | Expected |
| Husband included in UOA | No | Count | 4526 | 797 | 5323 |
| | | % within wife has blog | 82.9% | 96.1% | 84.7% |
| | Yes | Count | 931 | 32 | 963 |
| | | % within wife has blog | 17.1% | 3.9% | 15.3% |
| Total | | Count | 5457 | 829 | 6286 |
| | | % within wife has blog | 100.0% | 100.0% | 100.0% |
| Statistically significant | | $\chi^2 = 96.67, p = .00, df = 1$ | | | |

Table Appendix K-4

Chi-square test of significance for husband inclusion rate for wives with no public career, no verified profile, and no blog (traditional wife)

| | | | traditional wife | | Total |
|----------------------------|---------------------------|-----------------------------------|------------------|--------------|----------|
| | | | No | Yes | Expected |
| Husband included in UOA | No | Count | 3612 | 1711 | 5323 |
| | | % within traditional wife | 86.2% | 81.6% | 84.7% |
| | Yes | Count | 578 | 385 | 963 |
| | | % within traditional wife | 13.8% | 18.4% | 15.3% |
| Total | Count | | 4190 | 2096 | 6286 |
| | % within traditional wife | | 100.0% | 100.0% | 100.0% |
| Statistically significant | | $\chi^2 = 22.53, p = .00, df = 1$ | | | |

APPENDIX L:

CHI-SQUARE TEST OF SIGNIFICANCE FOR NBA PLAYERS' INSTAGRAM PROFILE TAG RATES ON NBA WIVES' INSTAGRAM PROFILES BY NBA WIFE CAREER TYPE

Table Appendix L-1

Chi-square test of significance for husband tag rate for wives with public career

| | | | Wife has public career | | Total Expected |
|--|-----|------------------------------------|---------------------------|--------------|-------------------|
| | | | No | Yes | |
| Husband IG profile tagged in UOA | No | Count | 3309 | 2297 | 5606 |
| | | % within Wife has public career | 90.6% | 87.3% | 89.2% |
| | Yes | Count | 345 | 334 | 679 |
| | | % within Wife has public career | 9.4% | 12.7% | 10.8% |
| Total | | Count | 3654 | 2631 | 6285 |
| | | % within Wife has public career | 100.0% | 100.0% | 100.0% |
| Statistically significant | | $\chi^2 = 16.80, p = .00, df = 1$ | | | |

Table Appendix L-2

Chi-square test of significance for husband tag rate for wives with verified account but no public career

| | | | Wife has verified account but no public career | | Total Expected |
|----------------------------------|-----|---|--|-------------|----------------|
| | | | No | Yes | |
| Husband IG profile tagged in UOA | No | Count | 4946 | 660 | 5606 |
| | | % within wife has verified account but no public career | 89.0% | 90.5% | 89.2% |
| | Yes | Count | 610 | 69 | 679 |
| | | % within wife has verified account but no public career | 11.0% | 9.5% | 10.8% |
| Total | | Count | 5556 | 729 | 6285 |
| | | % within wife has verified account but no public career | 100.0% | 100.0% | 100.0% |
| Not statistically significant | | | $\chi^2 = 1.533, p = .21, df = 1$ | | |

Table Appendix L-3

Chi-square test of significance for husband tag rate for wives with personal blog

| | | | Wife has a blog | | Total Expected |
|--|-----|-----------------------------------|-----------------|-------------|-------------------|
| | | | No | Yes | |
| Husband IG profile tagged in UOA | No | Count | 4804 | 803 | 5606 |
| | | % within wife has a blog | 88.0% | 96.9% | 89.2% |
| | Yes | Count | 653 | 26 | 679 |
| | | % within wife has a blog | 12.0% | 3.1% | 10.8% |
| Total | | Count | 5457 | 829 | 6286 |
| | | % within wife has a blog | 100.0% | 100.0% | 100.0% |
| Statistically significant | | $\chi^2 = 58.24, p = .00, df = 1$ | | | |

Table Appendix L-4

Chi-square test of significance for husband tag rate for wives without a public career, verified profile, and blog (traditional wife)

| | | | Wife has no public career, no verified account, and no blog | | Total Expected |
|----------------------------------|---------------------------|----------------------------------|---|--------------|----------------|
| | | | No | Yes | |
| Husband IG profile tagged in UOA | No | Count | 3761 | 1846 | 5607 |
| | | % within traditional wife | 89.8% | 98.1% | 89.2% |
| | Yes | Count | 429 | 250 | 679 |
| | | % within traditional wife | 10.2% | 11.9% | 10.8% |
| Total | Count | | 4190 | 2096 | 6286 |
| | % within traditional wife | | 100.0% | 100.0% | 100.0% |
| Statistically significant | | $\chi^2 = 4.14, p = .04, df = 1$ | | | |

APPENDIX M:

CHI-SQUARE TEST OF SIGNIFICANCE FOR WIFE INCLUSION RATES ON NBA

WIVES' INSTAGRAM PROFILES BY WIFE CAREER TYPE

Table Appendix M-1

Chi-square analysis for wife inclusion rate based on wives with public careers

| | | | Wife has public career | | Total Expected |
|--------------------------------------|-----|------------------------------------|----------------------------------|--------------|-------------------|
| | | | No | Yes | |
| Wife included in picture/video | No | Count | 2195 | 1606 | 3801 |
| | | % within wife has public career | 60.1% | 61.0% | 60.5% |
| | Yes | Count | 1459 | 1025 | 2484 |
| | | % within wife has public career | 39.9% | 39.0% | 39.5% |
| Total | | Count | 3654 | 2631 | 6285 |
| | | % within wife has public career | 100.0% | 100.0% | 100.0% |
| <i>Not statistically significant</i> | | | $\chi^2 = .602, p = .44, df = 1$ | | |

Table Appendix M-2

Chi-square analysis for wife inclusion rate based on wives with verified profile but no public careers

| | | | Wife has verified profile but no public career | | Total Expected |
|--------------------------------|-----|---|--|--------------|----------------|
| | | | No | Yes | |
| Wife included in picture/video | No | Count | 3269 | 532 | 3801 |
| | | % within wife has verified profile but no public career | 58.8% | 73.0% | 60.5% |
| | Yes | Count | 2287 | 197 | 2484 |
| | | % within wife has verified profile but no public career | 41.2% | 27.0% | 39.5% |
| Total | | Count | 5556 | 729 | 6285 |
| | | % within wife has verified profile but no public career | 100.0% | 100.0% | 100.0% |
| Statistically significant | | | $\chi^2 = 53.90, p = .00, df = 1$ | | |

Table Appendix M-3

Chi-square analysis for wife inclusion rate based on wives with a blog

| | | | Wife has a blog | | Total |
|--------------------------------|-----|-----------------------------------|-----------------|--------------|----------|
| | | | No | Yes | Expected |
| Wife included in picture/video | No | Count | 3361 | 440 | 3801 |
| | | % within wife has a blog | 61.6% | 53.1% | 60.5% |
| | Yes | Count | 2096 | 389 | 2485 |
| | | % within wife has a blog | 38.4% | 46.9% | 39.5% |
| Total | | Count | 5457 | 829 | 6286 |
| | | % within wife has a blog | 100.0% | 100.0% | 100.0% |
| Statistically significant | | $\chi^2 = 21.83, p = .00, df = 1$ | | | |

Table Appendix M-4

Chi-square analysis for wife inclusion rate based on wives with no public profile, no verified profile, and no blog (traditional wife)

| | | | Wife has traditional wife | | Total Expected |
|-----------------------------------|---------------------------|----------------------------------|------------------------------|--------------|-------------------|
| | | | No | Yes | |
| Wife included in picture/video | No | Count | 2578 | 1223 | 3801 |
| | | % within traditional wife | 61.5% | 58.3% | 60.5% |
| | Yes | Count | 1612 | 873 | 2485 |
| | | % within traditional wife | 38.5% | 41.7% | 39.5% |
| Total | Count | | 4190 | 2096 | 6286 |
| | % within traditional wife | | 100.0% | 100.0% | 100.0% |
| <i>Statistically significant</i> | | $\chi^2 = 5.90, p = .02, df = 1$ | | | |

APPENDIX N:

TABLES OF THE WILCOXON SIGNED-RANKS TEST OF SIGNIFICANCE FOR MARRIED NBA PLAYER'S NUMBER OF INSTAGRAM FOLLOWERS COMPARED TO HIS WIFE'S NUMBER OF INSTAGRAM FOLLOWERS BASED ON THE WIFE'S CAREER

Table Appendix N-1

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for all married NBA couples where the wife has her own public career

| | Ranks | | Total Ranks |
|--|---------------------------------|-----------|-------------|
| | N | Mean Rank | |
| NBA husband's followers > NBA wife's followers | 6 | 5.50 | 33.00 |
| NBA wife's followers > NBA husband's followers | 4 | 5.50 | 22.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 10 | | |
| <i>Not statistically significant</i> | $Z = -.561, p = .58, r = .1761$ | | |

Table Appendix N-2

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for married NBA couples where the wife has a verified profile but no public career

| | Ranks | | Total Ranks |
|--|---------------------------------|-----------|-------------|
| | N | Mean Rank | |
| NBA husband's followers > NBA wife's followers | 3 | 2 | 6.0 |
| NBA wife's followers > NBA husband's followers | 0 | 0 | 0.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 3 | | |
| <i>Not statistically significant</i> | $Z = -1.60, p = .11, r = .9236$ | | |

Table Appendix N-3

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for married NBA couples where the wife has a blog

| | Ranks | | Total |
|---|-------|---------------------------------|-------|
| | N | Mean Rank | Ranks |
| NBA husband's followers > NBA wife's followers | 4 | 2.50 | 10.0 |
| NBA wife's followers > NBA husband's followers | 0 | 0 | 0.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 4 | | |
| <i>Not statistically significant</i> | | $Z = -1.83, p = .07, r = .9149$ | |

Table Appendix N-4

Wilcoxon signed-ranks test of married NBA player's number of Instagram followers compared to his wife's number of Instagram followers for married NBA couples where the wife does not have a public profile, verified profile, and no blog (traditional wife)

| | Ranks | | Total |
|---|-------|---------------------------------|-------|
| | N | Mean Rank | Ranks |
| NBA husband's followers > NBA wife's followers | 9 | 5 | 45.00 |
| NBA wife's followers > NBA husband's followers | 0 | 0 | 0.00 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 9 | | |
| <i>Statistically significant</i> | | $Z = -2.67, p = .01, r = .8899$ | |

APPENDIX O:

TABLES OF THE WILCOXON SIGNED-RANKS TEST OF SIGNIFICANCE FOR MARRIED NBA PLAYER'S NUMBER OF INSTAGRAM PROFILES FOLLOWING COMPARED TO HIS WIFE'S NUMBER OF INSTAGRAM PROFILE FOLLOWING BASED ON THE WIFE'S CAREER

Table Appendix O-1

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for all married NBA couples where the wife has her own public career

| | Ranks | | Total Ranks |
|--|-------|---------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 2 | 8.50 | 17 |
| NBA wife's profiles following > NBA husband's profiles following | 8 | 4.75 | 38 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 10 | | |
| <i>Not statistically significant</i> | | $Z = -1.07, p = .29, r = 0.114$ | |

Table Appendix O-2

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for all married NBA couples where the wife has a verified profile but no public career

| | Ranks | | Total Ranks |
|--|-------|-----------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 0 | 0 | 0 |
| NBA wife's profiles following > NBA husband's profiles following | 3 | 2 | 6 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 3 | | |
| <i>Not statistically significant</i> | | $Z = -1.604, p = .11, r = 0.9263$ | |

Table Appendix O-3

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for all married NBA couples where the wife has a blog

| | Ranks | | Total Ranks |
|--|-------|-----------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 1 | 1 | 1 |
| NBA wife's profiles following > NBA husband's profiles following | 3 | 3 | 9 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 4 | | |
| <i>Not statistically significant</i> | | $Z = -1.461, p = .14, r = 0.7253$ | |

Table Appendix O-4

Wilcoxon signed-ranks test of married NBA player's number of Instagram profiles following compared to his wife's number of Instagram profiles following for all married NBA couples where the wife does not have a public career, verified profile, or blog (traditional wife)

| | Ranks | | Total Ranks |
|--|-------|-----------------------------------|-------------|
| | N | Mean Rank | |
| NBA husband's profiles following > NBA wife's profiles following | 6 | 6.33 | 38 |
| NBA wife's profiles following > NBA husband's profiles following | 3 | 2.33 | 7 |
| Ties | 0 | | |
| Total NBA Couple Pairs | 9 | | |
| <i>Not statistically significant</i> | | $Z = -1.836, p = .07, r = .06124$ | |

APPENDIX P:

AUTHOR NOTE

It is important to note that throughout the research process, the methodology and the work completed in this transcript has reflected an objective academic record focused on unbiased, scientific research practices that attempt to remove the researcher from the research. But, given the inference analysis that will be conducted through the discussion chapter, I'd like to acknowledge the importance of this research and the researcher's position within it. Sprague (2005) asserts that in research "passive voice does not just hide the agency of the researcher; explanations in a passive voice hide social power" (p. 24). Further, she argues that in qualitative research, hiding the researcher could be considered deceptive because the work has often been a result of some sort of relationship of researcher and the subject. Because the interpretive stage of the content analytic research is the stage of the research in which the researcher draws on the context of the phenomenon they are studying, I find it important here to briefly position myself within the research.

So, why write an entire dissertation about professional sport wives and their public Instagram profile? Because the reality of these women's experiences are much different than the stereotypes and misconceptions that they are consistently negotiating in their life and identity. No one has ever explicitly questioned me on the value of this type of socialized work, but it is not lost on me the reactions that this type of research incites. My experience in sharing this research has incited responses that replicate the exact stereotypes and misconceptions that professional sport wives experience. In many cases, when I share what I'm working on, I have commonly received a look that implies a question of importance or why anyone should care about this population who, in their mind, is privileged only because of the work of their

husbands. For many people, it is deeply dissatisfying to imagine a person receiving financial and other personal benefits, in their mind, to be the result of a romantic relationship rather than hard work and dedication. Additionally, when I've mention 'sport wife' I have often been asked, "like those *Basketball Wives* or WAGS shows?" followed by a smirk on their face. Their context of the sport wife here is only those that are portrayed in the media or on reality television shows. Most times, when I gently correct this portrayal, the conversation around my work is abruptly misdirected to another, more comfortable and general topic, such as how my son is doing in school. Or, sometimes, in an attempt to mask their skepticism and act as if they have interest, the individual may ask an inquisitive question. Questions such as, "So, how did you get interested in *this*? Why did you choose *this* topic?" and others are just another way of saying, "why would you waste your time on this subject and will the results even matter?"

But the major exception to these interactions are when I share the subject of my work with sport wives and their husbands. Each time I have indicated my interest in the intersection of marriage and sport and the experiences of sport wives, without hesitation, the response is a combination of relief and affirmation. Responses like, "Oh, yes! We know all about that!" or "Oh that really needs to be done because...." and they continue on to tell a story of their familial hardships within their sport career. The relief is expressed in such a way in which they realize that they are not the only person experiencing these issues and that someone finally understands the deep-seeded connection between the wife's work, the family, and maintaining the sport career.

These types of reactions have kept me motivated, as I'd like to acknowledge my true commitment to improve and encourage the women who quietly do unpaid, unrecognized work in their husband's sport career. My goal, even prior to considering research in this area, has always

been to work and do research *with* women that are servicing their family's sport career, never to do research *on* them. In doing so, I've always wanted to give a voice to those that feel voiceless, so I do find it important to provide them the opportunity to speak their own words, when possible, throughout the discussion. Riffe et al., (2014) also claim that one of the most common reasons to conduct a content analysis is to use the "communicator's own language" (p. 31). It is quite easy to speak *about* people, but I think it's much more important to speak *with* them, letting them use their own words. Further, Sprague (2005) asserts that when working with people in research, objectifying the people within the research by condensing them to certain traits and void of subjectivity can lead to further justification of exploitation, discrimination, and other forms of abuse.

Also, no researcher can be a truly unbiased observer, as we are all unique people made up of social, relational, economic, and physical experiences that have shaped the lens in which we organize and understand the world around us. Acknowledging here that I, too, fall into the category of a "basketball wife" is important for transparency. My husband and I experienced the life of a professional basketball player for five years in which we moved 33 times. I enter into this narrative with an understanding of the experiences of the women within the research and have a deeper level of empathy- a shared feeling- of the positive and the negative aspects of a public two-person career. There have been many times throughout this transcript that I could have easily replaced the words "these wives" with "I," as my experiences, too, are reflective of the many sentiments I've read in research, I've observed on social media, and heard in stories from others. However, one of the main reasons behind choosing a quantitative content analysis as the initial project in this line of research was to produce objective research and to remove my potential, albeit unintentional, bias from the data.

It would be so simple (and more comfortable) to only share the aspects of the research that frames sport wives (i.e., me) in a positive light. And, by nature, sport wives are a protective group. We work hard to protect our husbands and our families from what we call, ‘jersey chasers’, people that desire to gain something from our friendship. We also work hard to protect ourselves and each other from the misconceptions rooted in sport wife stereotypes and prejudices. I have personally, and I have experienced other sport wives, protecting themselves, their families, and their other sport wife friends from “outsiders” in conversations, social settings, media appearances, and other interactions. An important part of the emotional work I have done on this project has been a consistent wrestling between the intrinsic sport wife protector in me and the outspoken social activist desiring to see positive changes. Truthfully, the protective-nature side of me is the one who made the decision to only research sport wives with public Instagram profiles, as the women with private profiles made a choice to not be available for public consumption. Ethically, I could not violate those choices by consuming private profiles for the purpose of public consumption without their consent. Even the simple question to ask the women with private profiles for me to evaluate their self-presentation already felt, to me, as a violation of their trust and intrinsic protectiveness as a fellow sport wife. Also know, I myself, have a private Instagram profile for these same reasons. Ultimately, I am a researcher, but more importantly I’m a friend, human being, and a sport wife that desires growth and improvement in the lives of women in sport. To attain positive change and different circumstances, I believe that we must also acknowledge and address some of the not-so-flattering aspects of negotiating our work and identities for the sake of our husband’s career. My sincere hope is that the research provided throughout this manuscript would be met with a “we’re in this together” tone that resonates a close friend giving the hard truth and deepest thoughts to another

friend for the sake of growth, understanding, and a hope for a better future. And now, back to the research *with* NBA wives through their public Instagram profile.

CURRICULUM VITAE

Hope Grame-Zeller

hzeller@indiana.edu

EDUCATION

Indiana University

Bloomington, IN

Doctorate of Philosophy

December, 2019

Major: Human Performance, Concentration: Sport Management

Minor: Counseling Psychology

Co-Chairs: Dr. Paul M. Pedersen, Dr. Cassandra Coble

Committee Members: Dr. Gary Sailes, Dr. Jesse Steinfeldt

Overall GPA: 3.99

Research interests include gender, family roles, sport and family, two-person careers, social media, the maintenance of sport and the sport career by the family, the role of women in a man's sport career, the portrayal of the two-person career in sport media, sport communication, leadership, sport sociology, and effective pedagogy techniques.

Indiana University

Bloomington, IN

M.S. in Kinesiology

July, 2016

Major: Athletic Administration/Sport Management

GPA: 4.0

Bethel College

Mishawaka, IN

B.A. in Liberal Studies

May, 2009

Concentrations: Business, Sociology, Youth Ministry

Summa Cum Laude

GPA: 3.9

A.A. in Early Childhood Education

May, 2009

Summa Cum Laude

GPA: 3.9

ACADEMIC APPOINTMENTS & TEACHING

Indiana University

Bloomington, IN

School of Public Health, Department of Kinesiology

Associate Instructor- Main Instructor

Aug, 2017 – Dec, 2019

Sport Marketing & Management Program Courses:

- M211 Introduction to Sport Management
 - Online Course
 - Enrollment: 95 students

Fall, 2019

- M211 Introduction to Sport Management Spring, 2019
 - Online Course
 - Enrollment: 54 students
 - Online Course- 2nd 8-weeks
 - Enrollment: 30 students
- M211 Introduction to Sport Management Fall, 2018
 - Online Course
 - Enrollment: 75 Students
- M211 Introduction to Sport Management Fall, 2017
 - Enrollment: 143 Students

Associate Instructor- Assistant to Professor Aug, 2016 – Dec, 2019

Sport Marketing & Management Program Courses:

- M318 Managing the Sport Enterprise Fall, 2019
 - Enrollment: 139 students
- C213 Introduction to Sport Communication Spring, 2018
 - Online Course
 - Enrollment: 105 Students
- M211 Introduction to Sport Management Fall, 2016
 - Enrollment: 250 Students
- M318 Managing the Sport Enterprise Fall, 2016; Spring, 2017
 - Fall enrollment: 145 students
 - Spring enrollment: 96 students
- M382 Sport in American Society Spring, 2017
 - Enrollment: 251 students

Guest Lectures

Indiana University
 Department of Kinesiology
Managing the Sport Enterprise
 November, 2019 (139 students)

Leadership

Leadership has become a well-researched topic and has seen significant development. Transforming from leader-centered theories to follower-centered strategies, leadership concepts and theories are important in providing an effective organizational culture. Strengths-based leadership, situational leadership, authentic leadership, gender and leadership, transformational leadership, and followership are all essential topics within the sport leadership discussion. Student engagement increased through discussions and activity-based lectures.

Indiana University
Statistical Department
Statistical Consulting- Graduate Class
September, 2019 (30 students)

Self-presentation of NBA Wives on Instagram

As a partner in her husband's two-person career, NBA wives provide unpaid work to her husband's career for the benefit of others. Sport wives have also been found to feel isolated, lonely, overlooked, and ignored. When included in the media, sport wives are most commonly portrayed as hyper-sexual and trouble makers. However, with the rise of social media, professional sport wives now have the ability to manage their public persona and brand. The study evaluates if NBA reify stereotypes or work against them, as well as their identity negotiation using the social media platform.

Indiana University
Department of Kinesiology
Sport in American Society
Spring, 2017 (251 students)

Deviance in Sport

As a microcosm of society, sport asserts its own set of values and norms to be followed. When these norms or values are compromised, athletes are seen as deviant and are characterized as so in the media. Deviant topics include violence, illegal substances, domestic disputes, sexual promiscuity, and others.

Sport Socialization

The study in sport socialization discloses the patterns of social learning in sport that assert values, beliefs, normative claims, predictions of success, and other outcomes. The process of social learning is closely tied to identity claims and the development of cultural values and tensions.

Race & Ethnicity in Sport

Racism, discrimination, marginality, and privilege are manifested in the American culture and are reproduced and maintained in sport. The racist undertones of Native-American mascots, positional stacking, and race logic in sport communications reifies the racial stereotypes present in society.

Social Class and Sport

Social class has been proven to be linked to sport patterns, interests, and success. Combined with the culture developed in the respective social class, predictions of values, beliefs, and participation can be made and help understand the social dynamics of collaborating with others of a different social class.

Indiana University
Department of Kinesiology
Issues in Sport Communication
April, 2017 (100 students)

Sport Media Portrayal of Sport Wives

Sport Media has been proven to portray women in sport in gender-stereotype roles including sexualization and motherization. However, little research has been done on the media portrayal of sport wives, who are the secondary actor within the 2-person sport career. This evaluative research will discover how gender and family role affects the portrayal of sport wives in sport media.

Indiana University
Department of Kinesiology
Managing the Sport Enterprise
March, 2017 (96 students)

Leadership in Sport

Leadership has become a well-researched topic and has seen significant development. Transforming from leader-centered theories to follower-centered strategies, leadership concepts and theories are important in providing an effective organizational culture. Strengths-based leadership, situational leadership, gender and leadership, transformational leadership, and followership are all essential topics within the sport leadership discussion.

Indiana University
Department of Kinesiology
Introduction to Sport Management
November, 2016 (245 students)

Sport Sociology

Sport is a microcosm of society, reifying the values and beliefs of the culture. Social learning in and around sport reflects these deeply held values and beliefs and reproduces them within sport. While there are many benefits of sport, there are also dark sides to sport including racism, homophobia, sexism, and stereotyping that are reproduced in sport.

Indiana University
Department of Kinesiology
Managing the Sport Enterprise
October, 2016 (145 students)

Leadership in Sport

Leadership has become a well-researched topic and has seen significant development. Transforming from leader-centered theories to follower-centered strategies, leadership concepts and theories are important in providing an effective organizational culture. Strengths-based leadership, situational leadership, gender and leadership, transformational leadership, and followership are all essential topics within the sport leadership discussion.

Guest Speaker & Collaboration

Indiana University

Department of Kinesiology

Introduction to Sport Communication

- February, 2016 (190 students)
Guest Speaker: DistinXion, Inc
- November, 2015 (145 students)
Guest Speaker: DistinXion, Inc

Sport Marketing- Graduate Class

- April, 2015 (15 students)
Final Project Presentation Guest Judge

Sport Marketing

- April, 2019 (100 students)
- April, 2018 (125 students)
- December, 2018 (150 students)
- November, 2017 (150 students)
- November, 2015 (150 students)
- April, 2015 (150 students)
- November, 2014 (150 students)
- April, 2014 (150 students)
Final Project Presentation Guest Judge
- February, 2013 (30 students)
Guest Speaker: DistinXion, Inc.
Organization Case Study Collaboration, Project Judge

RESEARCH & PRESENTATIONS

Coble, C., Ryder, R., Knee, E., & Grame-Zeller, H. (In progress). Evaluation of Community Partner-Student Relationships in the Service-Learning Context. (Research ongoing. Funded by Indiana University SOTL Grant.)

Grame-Zeller, H. (2019). Effective Collaborative Learning Activities in Online Courses. North American Society for Sport Management, New Orleans, LA, May 29-June 1. (Teaching & Learning Fair)

Grame-Zeller, H. & Coble, C. (2017). A Call for Inclusion of “Sport & Family” Into Sport Curriculum. North American Society for the Sociology of Sport, Windsor, Ontario, November 1-4. (Presentation)

Grame-Zeller, H. & Coble, C. (2017). The Trophy Wife?: An Examination of the Sport Media Portrayal of Female Partners of Professional Athletes. North American Society for the Sociology of Sport, Windsor, Ontario, November 1-4. (Presentation)

Grame-Zeller, H., Hanks, J.L., & Coble, C. (2017). Sport Media Portrayal of Sport Wives: A Content Analysis. North American Society for Sport Management, Denver, CO, May 30-June 3. (Poster)

Grame-Zeller, H. (2016). Professional Sport Wives Research Proposal. Indiana University Sport Management Doctoral Symposium, Bloomington, IN, October 28. (Presentation)

CONFERENCE PARTICIPATION & PEDAGOGY TRAINING

Indiana University Center for Innovative Teaching & Learning

| | |
|--|----------------|
| Workshop: Creating a Diversity Statement | December, 2019 |
| Workshop: Developing a teaching philosophy | November, 2019 |
| Workshop: Developing Teaching Portfolio | November, 2019 |
| Workshop: Creating a Graphic Syllabus | December, 2017 |
| Workshop: Fixing Group Work | December, 2017 |

Indiana University- Kinesiology PhD Student Teaching Seminar August–December, 2017

Topics:

Developing A New Course
Examining Pedagogy Techniques

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| Indiana University Sport Management Doctoral Symposium | March, 2017 |
| Topic: Effective Pedagogy Techniques | |

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| Indiana University Preparing Future Faculty Conference | February, 2017 |
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| North American Society for the Sociology of Sport | November, 2016 |
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| Indiana University Sport Management Doctoral Symposium | October, 2016 |
| Topic: Research Proposals & Presentations | |

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| Sport & Social Change Summit (Invitation only event) | May, 2015 |
| Topic: Current Trends & Areas for Research and Resources | |

ACADEMIC SERVICE

International Journal of Sport Communication

Article Reviewer 2019

Journal of Applied Sport Management

Article Reviewer 2018

Indiana University Preparing Future Faculty Conference

Bloomington, IN

Planning Committee Member October, 2017- February, 2018

- Assist in coordinating speakers and presenters for the conference
- Collaborate with other committee members in conference development and logistics

Indiana University Sport Management Doctoral Program

Bloomington, IN

Vice-President August, 2017 – August, 2019

- Assist President in providing doctoral students with services and materials
- Collaborate with other doctoral students to improve the doctoral program experience
- Co-organize the Fielding Annual Doctoral Program Golf Outing

Activity Committee Member

August, 2016 – August, 2017

- Organize and plan events for the doctoral program and their constituents

Financial Peace University

Bloomington, IN

Class Facilitator August, 2016 - November, 2016

- Lead college students and young adults through financial management curriculum
- Helped students pay off a collective \$5000+ in financial debt through financial planning

PROFESSIONAL MEMBERSHIP

North American Society for the Sociology of Sport (NASSS)

2017

North American Society for Sport Management (NASSM)

2017, 2019

HONORS AND AWARDS

Indiana University Kinesiology Graduate Fellowship Award 2019

Indiana University Sport Management Doctoral Assistantship 2016-2019

Varsity Tutors Scholarship Award 2015

East United Methodist Church College Endowment 2008

East United Methodist Church College Endowment 2007

East United Methodist Church College Endowment 2006

Papa John's A Better Slice of Education Scholarship 2005

PROFESSIONAL EXPERIENCE

DistinXion, Inc

Bloomington, IN

Vice-President of Talent Management

August, 2015 – August, 2017

- Recruited future talent for all intern and staff positions to uphold company culture
- Managed recruitment, application, and interview process for 120+ applications each semester
- Managed, reviewed, and communicated with upward of 100 applicants at any given time
- Developed an inclusive and cross-functional internship program that focuses on development of the intern personally, professionally, and spiritually
- Oversaw the DistinXion College Internship Xperience Program implementation
- Provided mentoring, professionalism training, and leadership training for all interns and staff
- Organized, oversaw, and co-led all internship and staff training and on-boarding processes
- Oversaw Intern Development Committee that evaluated the effectiveness of the internship program in developing interns and meeting company standards and goals
- Developed and managed assessment program to accurately measure intern development

Director of Cheerleading

January, 2012- August, 2017

- Taught and trained staff in effective instruction and teaching strategies
- Developed and effectively executed Cheerleading Division and the program curriculum
- Recruited, hired, and trained summer cheerleading staff
- Managed cheerleading division operations, logistics, and all staff scheduling
- Increased sales through increased cheer camps every consecutive year
- Developed and Implemented cheerleading program from its infancy
- Recruited and managed divisional volunteers to increase the DXN Cheer Family
- Researched, developed, and implemented new programs to expand business and mission
- Increased camp attendance by 50% each year, expanding sales and the organization mission
- Developed & Implemented cheerleading marketing strategy to increase brand image and sales
- Maintained relationships with college and high school coaches to further the organizational mission
- Secured marketing and community partnerships to increase brand awareness
- Created and implemented development-appropriate, innovative and engaging camp material
- Cheer camp head instructor led and inspired up to 120 cheerleaders and 15 staff
- Served as cheerleading camp character instructor teaching character through discussion and teaching demonstrations

Vice-President of Marketing

April, 2011-August, 2016

- Developed and executed marketing strategy for all organizational programs, events, and services
- Collaborated with brand strategist to rebrand the entire organization and its sub brands
- Maintained company website and all organizational social media campaigns to ensure accuracy, timeliness, and brand consistency across all marketing outlets
- Designed and distributed all marketing materials and email marketing campaigns
- Created and implemented sponsorship program for up to 24 locations
- Managed sponsorships for all locations and serve as sponsor relations liaison
- Evaluated and improved logistics, systems, processes and implementation of services
- Maintained brand strategy and elements across all programs and divisions
- Managed marketing team and college interns to develop their marketing and professionalism skills
- Mentored team members personally and professionally to further develop team members strengths, and to build self-awareness and emotional intelligence during internship

Bayer Healthcare

Mishawaka, IN

Customer Logistics Representative

August, 2009 - April, 2011

- Account management for the second largest account including Vendor Management Inventory (VMI)
- Managed inventory for over 100 products in twelve distribution centers on a weekly basis
- Forecasted future demand, including promotions and pending sales, to ensure product was available for customers
- Evaluated and processed deductions to obtain lost payments
- Managed customer relations and collaboration with customers to ensure a positive customer experience
- Collected and analyzed data reporting for orders, inventory, and deductions
- Processed and released Electronic Data Interchange (EDI) orders

Marketing and Human Resources Intern

May, 2008 – August, 2008

- Actualized and updated sales in Prepack Database
- Updated package flat and display informational website using RedDot System
- Created package flat and product label organization system
- Collaborated with business partners to further experience marketing and distribution system
- Implemented two new programs for new hires involving a wiki acronym site and employee biographical system to improve company culture and relationships
- Processed legal documents for the hiring and onboarding process through the People Click System
- Maintained Human Resource information and documents for 70+ employees
- Restructured onboarding process to obtain more efficiency and accessibility

Mishawaka High School Athletic Department

Athletic Department Director of Advertisement Sales

Mishawaka, IN

May, 2006 - May, 2009

- Built and maintained business relations with all sponsoring companies
- Managed advertisement logistics for over 50 companies
- Created and implemented sales process and strategy
- Doubled athletic department's advertising sales by obtaining business sponsorships
- Negotiated and secured the largest sponsorship contract in athletic department history

PROFESSIONAL SERVICE

South Union Christian Church

Team Leader- First Impressions Team

Bloomington, IN

February, 2019-present

- Develop and design new brand experience process for entire organization
- Train organization leadership, team leaders, and volunteers on brand experience
- Organize and lead four ministry teams to provide a welcoming environment

Lighthouse Christian Academy

Cheerleading Coach & Instructor

Bloomington, IN

July, 2017-August, 2017

- Provided a training program for strength and conditioning
- Motivated, encouraged, and inspired the squad to work hard and develop athletically and as a team
- Provided instruction on proper technique and strength training activities

One Girl Can Change the World Conference

Tween Division Leader

Bloomington, IN

August, 2013 - October, 2015

- Managed and co-lead the development and implementation of the tween division
- Created age appropriate teaching & activities for 100+ tween girls
- Developed public speaking and teaching material for large group instruction and small group discussions
- Managed 30+ volunteers
- Served on One Girl Leadership Committee to organize and produce event

Illuminate Girl's Conference

Key Note Speaker

Washington, IN

June, 2014

- Key Note Speaker for 250+ teens and tweens
- Discussed important female youth issues such as identity and self-esteem while also engaging them in group conversations

Washington Junior High School

Assistant Cheer Coach

Washington, IN

July, 2012-December, 2012

- Instructed 20 junior high cheerleaders in proper athletic technique
- Coached on team commodore, work ethic, and excitement for the sport

Big Bro/Big Sisters**Mishawaka, IN**

Big Sister Mentor/Volunteer

2007 – 2010

- Provided mentoring to a youth-aged “sister” through bi-weekly get-togethers and events

Upward Sports**Mishawaka, IN**

Head Cheerleading Coach

2007 – 2009

- Instructed 20+ youth-aged cheerleaders in proper athletic technique
- Built team commodore, work ethic, and excitement for the sport

East United Methodist Church**Mishawaka, IN**

Vacation Bible School Lead Teacher

2002 – 2006

- Lead a collective of 60+ youth-aged students through biblical principles
- Served on the VBS drama, worship, and planning teams